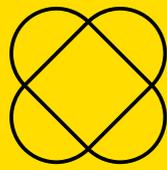


BITE SIZE  
**GUILT FREE**  
INDULGENCE



**BONCHOU**<sup>TM</sup>  
ÉCLAIRERIE

NOTHING ARTIFICIAL  
**PURE, FREE**  
INGREDIENTS



# BONCHOU MINI ÉCLAIRS

Life's too short to be éclair-less

**MEDIA KIT**



## Press Release:

# FOR IMMEDIATE RELEASE

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BONCHOU ÉCLAIRERIE BRINGS AUTHENTIC  
FRENCH PASTRY TO U.S. WITH A SPIN: ALL-NATURAL,  
LOW-SUGAR, LOW-CALORIE, AND BITE-SIZED

LAST YEAR'S MACARONS, CUPCAKES, AND WHOOPIE PIES MAKE WAY FOR LATEST  
CONSUMER OBSESSION: GUILT-FREE AUTHENTIC FRENCH ÉCLAIRS

*BONCHOU ÉCLAIRERIE TO DEBUT, INTRODUCE NEW FLAVORS AT  
NATURAL PRODUCTS EXPO WEST, Booth N431*

**March 2018 — New York, NY** — The word “éclair” usually brings to mind a rich, sinful, decadent, and high-calorie French pastry in one variety — vanilla cream filled with a splash of chocolate on top. Enter Bonchou Éclairerie, an artisan pastry company that specializes in “just the right bite size” authentic French éclairs made with all-natural ingredients, that are also low-calorie for everyday indulgence. And, these new Mini Éclairs come in a variety of flavors. Consider Bonchou the antidote to the boring éclair of the past: the HIP éclair.

Created by Hala Achkar, a passionate entrepreneur who has dedicated her life to food, restaurants, and hospitality industries, her philosophy is reflected in Bonchou Mini Éclairs: *Life is short, and a day without a little burst of joy is a day wasted. Éclairs are edible joy!* And, even better, they can be enjoyed guilt free. At just 70 calories and 4-5g of sugar each, consumers can treat themselves to a Bonchou Mini Éclair every day — mid morning coffee break, dessert after lunch, mid afternoon pick-me-up, after dinner light sweet, or late evening by-the-fire treat. The Bonchou motto: an éclair is no longer something just for special occasions or a splurge.

Bite-size and low-calorie doesn't mean sacrificing taste though. Consumers still demand an authentic experience, which lines up with Bonchou Éclairerie's commitment. These Mini



Éclairs are made with real French butter, hormone-free milk, cage-free eggs, cane sugar, and rich 72% Belgian bittersweet chocolate.

According to a recent Forbes article, the past obsession with macarons, cupcakes, and Whoopie Pies has been replaced by an uptick in consumer demand for éclairs. Enjoying an resurgence at the chic pâtisseries in Paris, the trend to éclairs has made its way across the pond. <https://www.forbes.com/sites/michelinemaynard/2016/05/17/move-over-macarons-luxury-eclairs-are-the-latest-dessert-trend/#240fe4226576>

“Éclair is the French word for ‘lightning’,” explains Achkar. “The way I see it, it’s a little burst of pleasure that breaks up the monotony of routine. Bonchou is here to spread Lightning Moments; and make sure everyday contains a little bit of pleasure.”

Bonchou Éclairerie Mini Éclairs are available in three flavors: Chocolate, Coffee, and Salted Caramel. The company is also introducing two new flavors: Peanut Butter and Coconut. The recipe is authentic Parisian, in fact it belonged to Hala’s grandfather and has been passed down for U.S. consumers to enjoy real French éclairs. The Mini Éclair comes six to a box, ready to eat, fresh frozen with a 14 month shelf life, to preserve freshness and maintain form during shipping, and are easily thawed individually to be consumed as desired.

“I truly believe that even a little nibble of something delicious each day creates special moments,” adds Achkar. “We all need a little daily boost — and now it’s possible with our guilt free, all natural éclairs.”

The suggested retail price is \$8.99, and the éclairs are available in select grocery and natural foods stores as well as on Amazon.com.

For more information, visit [www.bonchou.com](http://www.bonchou.com) or call (917) 963-3605.

###

Chic-est Foods LLC is a Manhattan-based company that launched Bonchou Éclairerie in the U.S. in 2017. Culinary entrepreneur Hala Achkar has a vision to not only bring authentic French éclairs to U.S. consumers, but to help dispel the myth that éclairs must be high fat and calorie and only for special occasions. In addition, her passion is around creating desserts that delight, inspire, and create “lightning moments” in the everyday lives of consumers.



# FAST FACTS

Bonchou Éclairerie was launched in August 2017 by culinary entrepreneur Hala Achkar. The brand mission is to inspire human connections by celebrating joyful moments, namely delicious guilt-free desserts. Achkar took a traditional éclair recipe — one inspired by her Parisian grandfather — and put a healthy new age spin: all natural ingredients, low-fat, low-calorie, low-sugar, and in a variety of filling and icing flavors. The name Bonchou was inspired by a play on words around the term of endearment “mon chou” or “my sweetheart,” and “choux” from “pâte à choux,” which is the base for traditional éclair.

## ***WHAT IS DIFFERENT ABOUT BONCHOU ÉCLAIRS?***

Bonchou Mini Éclairs are a hip version of a traditional éclair — bite-sized and lower in calories and sugar than a pastry shop éclair. Also, rather than a simple vanilla cream filling with a splash of chocolate icing, these éclairs come in a variety of flavors. The ingredients are all-natural as well: no preservatives such as titanium dioxide found in lower-priced competition.

The manufacturing process is also different from what is typical in the U.S. To save cost, manufacturers often use oil instead of butter, and a custard cream instead of a true pâtisserie crème. The French bakery style is to mix the dough while heating it on the stove, and similarly for the cream. It is a very labor- and time-intensive process, which leads some manufacturers to cut corners.

## ***WHY ÉCLAIRS... WHY NOT ANOTHER DESSERT?***

Achkar has had a fondness for éclairs stemming from her childhood growing up in Paris. As an adult and culinary entrepreneur, upon doing market research, she determined that éclairs were enjoying a resurgence in French pâtisseries, at the same time the U.S. obsession with cupcakes and Whoopie Pies had cooled. Her keen eye for high-quality products and great timing for taking advantage of trends led her to decide upon éclairs, but not simple traditional éclairs. She has been a long time advocate of natural foods and also wanted to bring a dessert product to the U.S. that helped address the diabetes and obesity crisis, namely lower calorie and sugar products.

Éclair is French for “lightning.” Hala Achkar’s philosophy is that a Bonchou éclair brings a little burst of pleasure that breaks up the monotony of routine. Bonchou is here to spread Lightning Moments; and make sure everyday contains a little bit of pleasure.



# FAST FACTS

## ***WHAT FLAVORS DO I HAVE TO CHOOSE FROM?***

Bonchou Mini Éclairs are available in Chocolate, Coffee, and Salted Caramel, and soon introducing two new flavors for retail: Peanut Butter and Coconut, and one additional for online sales: Sesame Butter (Halva).

## ***ALL NATURAL ÉCLAIRS? WHAT ARE THE INGREDIENTS?***

Bite-sized and low-calorie doesn't mean sacrificing taste though. Consumers still demand an authentic experience, which lines up with Bonchou Éclairerie's commitment. These Mini Éclairs are made with real French butter, hormone-free milk, cage-free eggs, cane sugar, and rich 72% Belgian bittersweet chocolate.

## ***SO THEY COME FROZEN... WHY, AND DOESN'T THAT AFFECT THE TASTE AND TEXTURE?***

Flash-freezing preserves the "bakery fresh" flaky choux texture, and makes it easier to transport and extend shelf life. Normally when food is frozen, the water inside freezes into large crystals. When those crystals melt, they rupture the food's cells, compromising texture and taste. Flash-freezing triggers rapid freezing, so very small crystals are formed, resulting in a delicious, natural bakery-fresh taste. The shelf life is 14 months.

## ***WHERE CAN I BUY BONCHOU MINI ÉCLAIRS?***

Bonchou Mini Éclairs are currently available in select retail stores regionally and are rapidly rolling out nationally. You can also buy them on Amazon.com beginning March 15th.





# BONCHOU MINI ÉCLAIRS



## CHOCOLATE MINI ÉCLAIRS

Nutrition Facts	
Serving Size 1 mini éclair (20g)	
Servings Per Container 6	
Amount Per Serving	
<b>Calories 70</b>	<b>Calories from Fat 35</b>
% Daily Value*	
<b>Total Fat 4g</b>	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol 35mg</b>	<b>12%</b>
<b>Sodium 100mg</b>	<b>4%</b>
<b>Total Carbohydrate 8g</b>	<b>3%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein 1g</b>	
Vitamin A 2%	• Vitamin C 0%
Calcium 2%	• Iron 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

### INGREDIENTS

Whole Milk, Eggs, Butter, Confectioners Sugar, Dark Chocolate (Cocoa Mass, Sugar, Cocoa Butter, Soy Lecithin, Natural Vanilla Flavor), Enriched Flour (Unbleached Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Egg Yolks, Cane Sugar, Water, Cornstarch, Cocoa Powder processed with Alkali, Sea Salt, Tapioca Syrup, Gum Acacia, Xanthan Gum.



## COFFEE MINI ÉCLAIRS

Nutrition Facts	
Serving Size 1 mini éclair (20g)	
Servings Per Container 6	
Amount Per Serving	
<b>Calories 70</b>	<b>Calories from Fat 35</b>
% Daily Value*	
<b>Total Fat 4g</b>	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol 35mg</b>	<b>12%</b>
<b>Sodium 100mg</b>	<b>4%</b>
<b>Total Carbohydrate 8g</b>	<b>3%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein 1g</b>	
Vitamin A 2%	• Vitamin C 0%
Calcium 2%	• Iron 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

### INGREDIENTS

Whole Milk, Eggs, Butter, Confectioners Sugar, Enriched Flour (Unbleached Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Egg Yolks, Cane Sugar, Water, Cornstarch, Coffee Extract, Dark Chocolate (Cocoa Mass, Sugar, Cocoa Butter, Soy Lecithin, Natural Vanilla Flavor), Cocoa Powder processed with Alkali, Sea Salt, Tapioca Syrup, Gum Acacia, Xanthan Gum.



## SALTED CARAMEL MINI ÉCLAIRS

Nutrition Facts	
Serving Size 1 mini éclair (20g)	
Servings Per Container 6	
Amount Per Serving	
<b>Calories 70</b>	<b>Calories from Fat 35</b>
% Daily Value*	
<b>Total Fat 4g</b>	<b>6%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol 35mg</b>	<b>12%</b>
<b>Sodium 100mg</b>	<b>4%</b>
<b>Total Carbohydrate 8g</b>	<b>3%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein 1g</b>	
Vitamin A 2%	• Vitamin C 0%
Calcium 2%	• Iron 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

### INGREDIENTS

Whole Milk, Eggs, Butter, Confectioners Sugar, Cane Sugar, Enriched Flour (Unbleached Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Cream, Egg Yolks, Water, Tapioca Syrup, Cornstarch, Dark Chocolate (Cocoa Mass, Sugar, Cocoa Butter, Soy Lecithin, Natural Vanilla Flavor), Cocoa Powder processed with Alkali, Sea Salt, Natural Flavors, Gum Acacia, Xanthan Gum.



# BONCHOU MINI ÉCLAIRS



## COCONUT MINI ÉCLAIRS

Nutrition Facts			
Serving Size 6 (20g)			
Servings Per Container 6			
Amount Per Serving			
<b>Calories 70</b>		Calories from Fat 35	
% Daily Value*			
<b>Total Fat</b> 4g		<b>6%</b>	
Saturated Fat 2.5g		<b>13%</b>	
Trans Fat 0g			
<b>Cholesterol</b> 35mg		<b>12%</b>	
<b>Sodium</b> 55mg		<b>2%</b>	
<b>Total Carbohydrate</b> 7g		<b>2%</b>	
Dietary Fiber 0g		<b>0%</b>	
Sugars 5g			
<b>Protein</b> 1g			
Vitamin A 2%		• Vitamin C 0%	
Calcium 2%		• Iron 2%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

### INGREDIENTS

Whole Milk, Confectioners Sugar, Eggs, Butter, Enriched Flour (Unbleached Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Egg Yolks, Cane Sugar, Water, Coconut Milk Powder (Coconut Milk, Maltodextrin, Sodium Caseinate), Shredded Coconut, Dark Chocolate (Cocoa Mass, Sugar, Cocoa Butter, Soy Lecithin, Natural Vanilla Flavor) Cocoa Powder processed with Alkali, Cornstarch, Natural Flavors, Sea Salt, Tapioca Syrup, Gum Acacia, Xanthan Gum.



## PEANUT BUTTER MINI ÉCLAIRS

Nutrition Facts			
Serving Size (20g)			
Servings Per Container 6			
Amount Per Serving			
<b>Calories 70</b>		Calories from Fat 40	
% Daily Value*			
<b>Total Fat</b> 4.5g		<b>7%</b>	
Saturated Fat 2g		<b>10%</b>	
Trans Fat 0g			
<b>Cholesterol</b> 35mg		<b>12%</b>	
<b>Sodium</b> 65mg		<b>3%</b>	
<b>Total Carbohydrate</b> 6g		<b>2%</b>	
Dietary Fiber 0g		<b>0%</b>	
Sugars 4g			
<b>Protein</b> 2g			
Vitamin A 2%		• Vitamin C 0%	
Calcium 2%		• Iron 2%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

### INGREDIENTS

Whole Milk, Peanut Butter, Confectioners Sugar, Eggs, Butter, Enriched Flour (Unbleached Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Egg Yolks, Cane Sugar, Water, Dark Chocolate (Cocoa Mass, Sugar, Cocoa Butter, Soy Lecithin, Natural Vanilla Flavor), Cocoa Powder processed with Alkali, Cornstarch, Sea Salt, Tapioca Syrup, Gum Acacia, Xanthan Gum.



# BACKGROUND

## **ABOUT BONCHOU ÉCLAIRERIE**

Chic-est Foods LLC is a Manhattan-based company that launched BONCHOU ÉCLAIRERIE in the U.S. in 2017. Culinary entrepreneur Hala Achkar has a vision to not only bring authentic French éclairs to U.S. consumers, but to help dispel the myth that éclairs must be high fat and calorie and only for special occasions. In addition, her passion is around creating desserts that delight, inspire, and create “lightning moments” in the everyday lives of consumers.

Achkar has been a lifelong aficionado of high-quality food and passion for living. Her dream was to bring her 20 years of experience in the Middle East and Europe food, restaurant, and hospitality industries to the U.S. Upon researching European trends that were beginning to infiltrate the U.S., she honed in on the dessert category, and decided that her mission was to bring the éclair, which was enjoying a resurgence in Parisian pâtisseries, to the U.S. Éclair is French for “lightning.” Achkar’s own infectious spirit and lust for life was the key to infusing the U.S. consumer with a desire to “enjoy the lightning moments of life” through delicious foods. Her philosophy has always been that life is short and meant to be lived, not through denial, but through pure enjoyment of fine things, particularly food. The brand mission is to inspire human connections by celebrating joyful moments.

The pastry is made with a traditional “pâte à choux” base, a recipe from Achkar’s grandfather. The name BONCHOU was conceived as a play on the words “mon chou,” meaning “my sweetheart” and referencing the “choux” base. The vision was to reinvent the ordinary éclair. So, Achkar decided on a new “hipster” spin on the old classic favorite. First she developed a formulation that would deliver the ultimate éclair experience, but with all-natural ingredients (no titanium dioxide as found in lower-priced competitive brands), and lower in fat, sugar, and calories. The second piece of the puzzle was to branch out of the familiar, but slightly boring offering of vanilla cream filled choux with a splash of chocolate. And, capitalizing on the “bite size” trend, Achkar settled on Mini Éclairs, an ideal way to help retrain the American appetite for super-sized everything to “less is more,” i.e. small, delectable bites of truly satisfying, but guilt-free treats.

Bonchou Mini Éclairs are also fresh frozen to preserve the bakery-fresh flaky crust and creamy filling that is inherent to a true éclair. Achkar’s research showed that high-end options in the frozen dessert category were underserved, but in demand in the U.S. market.

Achkar launched the company in her home base of New York City and plans to roll out nationally in the next year, as well as sell through e-commerce sites such as Amazon.com. Her goal is to continue rolling out new flavors and expanding into new markets. Achkar’s ultimate goal is to remove guilt from desert and put pleasure back on the table.



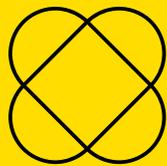
# BACKGROUND



## **ABOUT HALA ACHKAR**

Hala Achkar developed her passion and experience in fine foods during her years in the Middle East and Europe. Achkar was responsible for bringing the bagel to the Middle East, founding a chain called *Tribeca Coffee and Bagels* in 1998. She was named Managing Director of Monroe Hotels in 2001, and opened the Markazia Monroe Suites Hotel in 2004, where she served for 10 years and was honored with the Tourism and Open Door for Women Award from the Lebanese Ministry of Tourism in 2007.

After 20 years in Europe and the Middle East, she decided that bringing the classic éclair — but with a “hip twist” — to the U.S. was her next move. Achkar’s enthusiasm and passion for high-quality, lovingly crafted desserts, and her desire to share this with others, helped her envision and develop the brand essence behind BONCHOU ÉCLAIRERIE. Her feeling is that a small bite of something sweet and delicious can bring joy to the everyday routine. She combined a passion for high-quality artisan food with a mission to reinvent the classic, high fat and high calorie éclair and bring it to the U.S. consumer who is seeking all natural dessert options, but for a more healthy and active lifestyle. The small things that make one smile every day are “lightning moments” according to Achkar, and Bonchou Mini Éclairs are designed to do just that.



BONCHOU™  
ÉCLAIRERIE

Enjoy!  
Hahn