Beat: Lifestyle

LADUREE OPENS THE GATES TO AN IMAGINARY GARDEN, WITH FLOWERS AND SWEET TREATS

TO CELEBRATE EASTER

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USPA NEWS - To celebrate Easter, Ladurée opens the Gates to an Imaginary Garden, Overflowing with Flowers and Sweet Treats. The Sun's Rays reappear, and the Days grow Longer. Spring has returned...

To celebrate Easter, Ladurée opens the Gates to an Imaginary Garden, Overflowing with Flowers and Sweet Treats. The Sun's Rays reappear, and the Days grow Longer. Spring has returned. Like a Precious Herbarium, Ladurée invites you to stroll through the Garden and discover the Secret Language of Flowers.

Forget-Me-Not, Flower of Fidelity; Ranunculus, Symbol of Strength; Pansy, associated with Tenderness... pick Gourmet Delights and savor the Fragrances of the Sweet Creations.

- When Every Treat becomes a Treasure to discover: Where is Lala the Rabbit hiding?
This year, Ladurée transforms the Egg Hunt into a Truly Playful Spring Adventure, punctuated by Chocolate Surprises, Discoveries, and the Magic of Sharing.
A Joyful, Suspended Moment, the True Beating Heart of the Easter Celebration.

Lala The Rabbit, the Ideal Companion for the Egg Hunt, the Mischievous Icon of Easter.
This Year, the Dark and Milk Chocolate Versions return with a Delicious New Addition: a Generously Filled Interior of Caramelized Dried Fruit.
Lala the Bunny, available in White Chocolate with a Hint of Pink, Milk Chocolate, or Dark Chocolate.
Available from March 11, 2026.

- Sweet Flower Collection: New for 2026
Elegant, Playful, and Poetic, the Flower Eggs are emerging as the New Signature of the Season.

Each one is adorned in its Center with an Eugénie, the Delectable Heart of the Flower: an Iconic Ladurée Creation combining the Crispness of a Shortbread Biscuit, the Melt-In-Your-Mouth Texture of a Caramel Center, and the Crunch of a Chocolate Coating.

Around this Delicate Heart unfold Chocolate-Coated Almond Pearls, forming a Colorful Corolla. Inside are hidden Subtle Shards of Caramelized Dried Fruit.
Available in Milk or Dark Chocolate, Pistachio or Ispahan, the Flower Eggs celebrate the Union of Chocolate and Flower with a Truly Spring-Like Delicacy.
Available from March 11, 2026.

- The Chocolate Hunt, A Delicious Game to take Everywhere
Conceived as an Experience in Itself, this Gourmet Piece features Chocolates subtly hidden in its 7 Side and Interior Compartments. Inspired by the Spirit of Advent Calendars, it invites a Gradual Exploration, to be shared with Family or Friends. A Playful, Refined Object, designed to extend the Pleasure of the Hunt right to the Table.

The Chocolate Hunt begins as soon as the Hat is opened, revealing a Milk Chocolate Teddy Bear and Six Hidden Mini Eggs.
Inside, a Milk Chocolate Lala Bunny.
A Selection of Treats is revealed in the Different Compartments to open:
* Eugénie
* Hazelnut Vanilla Pearls
* Fritters
* Peanut Caramel Pearls

* Milk & Dark Chocolate Rocks
Available from March 11, 2026.

- Gourmet Little Bags
* Assortment of Milk and Dark Chocolate Treats with a Melting Caramel Center, inspired by the Maison's Signature Pastries.
100-Gram Bag.
Available from March 11, 2026.

* Assortment of Mini Milk Chocolate Eggs with Crispy Crepe Pieces and Dark Chocolate with Fruity Praline and Crunchy Almonds and Hazelnuts.
100-Gram Bag.
Available from March 11, 2026.

- Limited Edition Macarons & Eugénie
* Peanut and Caramel Macaron coated in Milk Chocolate.
Available from March 11, 2026.
* Sweet Flowers Gift Boxes of 8 Macarons.
Available from February 18, 2026.
* Coconut Macaron coated in Milk Chocolate
Available from March 11, 2026.
* Sweet Flowers Box of 18 macarons
Available from February 18, 2026.
* Eugénie Peanut and Caramel
Available from March 11, 2026.

- Pastries with a Heart of Chocolate
Chocolate Shortbread Base with Fleur de Sel, Chocolate Fondant Biscuit, Peanut Praline and Caramel, Guanaja 70% Chocolate Whipped Cream, Peanut Pearls, Chocolate Feathers, Chocolate and Caramel Macarons.
Available from March 11, 2026.

- JULIEN ALVAREZ
Pastry Chef at Maison Ladurée since 2021, Julien Alvarez embodies a Vision of Pastry that is Refined, Sincere, and Precise. With an Excellent Training and driven by a Passion for the Craft, he creates Desserts where Balance, Clarity, and Emotion converge. Inspired by the Maison's Heritage, he is writing a New Chapter in its History, One of Contemporary Elegance, Perfect Flavors, and Collective Creativity.

Originally from Bergerac, Julien Alvarez grew up between his Father's Restaurant, Local Markets, and his Grandparents' Vineyards: "I was always immersed in the World of Gastronomy. We went to the Market, we tasted, we learned."

From a Very Young Age, this Immersion in the Culinary World was accompanied by a Taste for Challenge, cultivated alongside Monsieur Dieumegard, a Passionate Craftsman and Finalist in the Meilleur Ouvrier de France Competition, who introduced him to the Demands of the Profession.

In 2011, he won the Title of World Pastry Champion with the Spanish Team. After Leading the Pastry Creation at the Peninsula in 2013 and then the Bristol in 2018, he joined Maison Ladurée in 2021 as Head Pastry Chef.

In 2023, he created Eugénie, a Delicacy paying Homage to the Empress, a Figure of Taste and Elegance, Contemporary with the Founding of the Ladurée House. The Crispness of the Shortbread, the Richness of a Praline or Caramel Center, and a Chocolate Coating create a Perfect Balance. Initially launched in France, it quickly won over International Palates.

Source: "Le Printemps Chez LADURÉE"
Presentation on January 20, 2026
@ Ladurée Boutique & Restaurant - 75 Avenue des Champs Elysées (75008 Paris,)France
In the Presence of:
* Julien ALVAREZ - Pastry Chef @ Maison Ladurée since 2021

* Johanne CASAGRANDE - Creative Director @ Maison Ladurée

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