



# PRESS RELEASE

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### Bagatelle - Boulanger, Pâtissier, Traiteur A signature of taste

In 1989 a small team of experienced French bakers and pâtissiers decided to bring the taste of authentic French bread and pâtisseries to London. Using only the finest flours, inherited recipes and skills, bread became an edible art - a feast for the eyes as well as the taste buds. In 1990 the Bagatelle Boutique opened in the French quarter of South Kensington, displaying a wide range of bread, pâtisseries, ice-cream cakes and other delicacies. Today Bagatelle is the most renowned purveyor of luxury continental breads and pastries supplying some of the most distinguished hotels, restaurants and delicatessens in London. It all started with a good idea, two french chefs and one oven, and three separate bakings for breakfast, lunch and dinner, seven days a week, 365 days a year. Founder of Bagatelle Jacky G. Lesellier CMA remembers the days well. The main idea behind Bagatelle was to provide genuine quality continental bread and croissants to the hotel and restaurant trade. My first delivery was to the Capital Hotel on April 1990. I was so excited when I delivered my first order... 100 bread rolls!

"After that we managed to present our products to some of London's best known chefs, including Albert Roux, Michel Bourdin and Peter Kromberg who became our first customers. Then it all started to take off! By July we had several customers on our waiting list and we moved full speed." Bagatelle now employs 150 people and has seven vans delivering all over London within the M25.

"Our French master bakers made 48 different types of bread using stone-ground flour from French mills, one of them established in 1724 and natural fermentation processes with modern technology for quality control and food safety."

Jacky's family baking history goes back to the early 19th century - the original bakery shop still operating in his native Normandy. After 17 years of service in the French Navy and two diplomatic assignments in Norway and Singapore, he returned to his roots and joined the famous pâtissier, Gaston Lenôte to open his first operation in South-East Asia. "It was inevitable," he says. "I love the whole idea of preparing food for people to enjoy and marvel over. It's in my blood."

Bagatelle supplies bread, morning goods and French Pâtisseries to over 65 deluxe hotels, Michelin starred and other famous restaurants in London, the first and premium classes of Eurostar, the Orient Express and an increasing number of airlines, including British Airways and Air France. The company has also been appointed by Waitrose and Sainsbury to design and manufacture selected continental produce.

Bagatelle also operates Paris on Thames - a catering service providing a unique "lunchtray" concept for boardroom meetings as well as private dinner parties and cocktail events.

Jacky Lesellier and his team of professionals has no doubt that the secret of Bagatelle's success lies with his quality produce, first-rate service, sheer hard work and of course a bit of French savoir-faire. The next step is the construction in 2002 of a brand new and unique 3000 sq/m production centre, a thrilling challenge to respond to the increasing demand for natural quality bread and desserts by the English food connoisseurs.

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