

Trend:

- Variations of éclairs

New products:

- Patis'Délice
- PureCrem Clean Label

Recipes:

- All chocolate éclair
- Maxi lemon meringue éclair
- Red fruits & coconut Clean Label éclair
- Saint Honoré éclair



Instagram

PatisFrance_Export_Officiel

ÉCLAIRS, THE NUMBER 1 TREND IN PASTRIES!

The éclair has become one of the essential treats in French pastry-making thanks to its iconic shape, its appetising icing and its delicious taste which is popular with everyone.

It was formerly called "Pain à la Duchesse", a baton made of choux pastry and rolled in almonds, and it was invented by Antonin Carême, one of the greatest pastry chefs of all time. He reinvented the Pain à la Duchesse in the 1850s by removing the almonds and garnishing it with pastry cream – and so the éclair was born!

This French classic has hidden depths!

Although chocolate or coffee éclairs are very well known, this French classic has hidden depths! After macarons and cream puffs, éclairs are the latest treat which is being reinvented in a variety of shapes and flavours across the greatest cities in the world such as New York and Tokyo. There is no doubt that its finger shape makes it a great choice for a break in a busy day. **Éclairs are the choice of 19% of French people when they eat out***.

A perfect combination of tradition and innovation, the éclair is therefore the perfect pastry with an infinite number of variations! At a time when consumers expect new and surprising culinary experiences to refresh and renew their enjoyment of food, take an innovative approach to every aspect of éclairs :

TRY SOMETHING NEW WITH THE FILLING:

- Custard creams PatisFrance
- Aromatization solutions PatisFrance:
 - Chocolates PatisFrance
 - Starfruit PatisFrance

TRY SOMETHING NEW WITH THE ICING:

- Fondants PatisFrance
- Colourings PatisFrance

TRY SOMETHING NEW WITH THE PASTRY:

- Pastry flour PatisFrance



*Source: CHD Expert – survey conducted among 324 French consumers interviewed the 31/07/2017.

New products

As the filling is the main ingredient of an éclair, PatisFrance has developed two new custard creams which will meet all of your requirements:

Do you need a practical day-to-day solution?

PATIS'DÉLICE **UHT custard cream as close to traditional taste**



Available in TetraPack 1L.
Minimum shelf life of 9 months.



PRODUCT FEATURES

- Delicious vanilla and milk flavour
- Unctuous texture
- Can be stored at room temperature
- Long shelf life: 9 months before opening / 3 days maximum after opening, kept in a fridge



BENEFITS FOR THE CONSUMER

- The promise of a product contributing to their food balance, while keeping the good taste of a traditional custard cream



BENEFITS FOR YOU

- Ready-to-use
- Multiple applications and aromatizations
- 40% of volume increase by whipping the cream
- Constant quality

Do you need a better composition to meet consumer expectations?

PURECREM CL **Powdered preparation for instant cold custard cream.**



Available in 10kg bag
Minimum shelf life of 12 months.



PRODUCT FEATURES

- 100% Clean Label, additive free
- Additive and preservative free
- No artificial flavourings or colourings (NAFNAC)
- Use of high-quality natural ingredients
- Made in France, in our factory in Charmes



BENEFITS FOR THE CONSUMER

- The promise of a product contributing to their well-being and reinforcing their trust in what they consume



BENEFITS FOR YOU

- A creamy texture
- Easy-to-use - just add water and only 2 ingredients
- Excellent stability for freezing/defrosting and for cooking
- 'Pure Butter' label can be used

ALL CHOCOLATE ÉCLAIR

Makes 60 éclairs

CHOUX PASTRY

Water	250 g
Milk	250 g
Butter	200 g
Salt	10 g
Sugar	10 g
Flour	300 g
Eggs	500 g

Mix the water, milk, butter, salt and sugar together and bring the mixture to a boil. Add the flour. Dry the pastry on the heat and then using a beater. Add the eggs. Pipe out éclairs of around 30g onto a silicon tray.

CHOCOLATE CUSTARD CREAM

Patis'Délice PatisFrance	1000 g
Dark couverture chocolate 64% PatisFrance	450 g

Whip the Patis'Délice until it has a light texture. Melt the chocolate and add it to the custard cream.

CRAQUELIN

Dark Pralicerac PatisFrance	26 g
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Pralicerac comes ready to use.

ASSEMBLY AND PRESENTATION:

- Cut the top off the éclair and put a line of Dark Pralicerac.
- Then pipe out the custard cream and decorate with a strip of chocolate.

Product focus:

Dark Pralicerac PatisFrance

BENEFITS:

- Adds an original crunchy texture to your creations
- Ready-to-use
- Easy to slice
- Wide range of uses: base for desserts, fillings, garnish...
- Made in France, in our factory in Charmes

Available in 2kg bucket
Minimum shelf life of 9 months.





MAXI LEMON MERINGUE ÉCLAIR

Makes 10 30cm-long maxi éclairs

CHOUX PASTRY

Water	130 g
Milk	130 g
Butter	115 g
Salt	4 g
Sugar	10 g
Flour	150 g
Egg	270 g

Mix the milk, water, sugar, salt and butter together and bring to a boil. Add the flour and stir. Pour into the tank of the beater and stretch the pastry. Add the eggs in gradually. Place on a silicon tray and cook at 180°C for 50 minutes.

CRAQUELIN

Butter	150 g
Sugar	150 g
Flour	150 g

Mix all of the ingredients together and spread the mixture between two sheets of greaseproof paper. Set aside in the refrigerator then cut out pieces and place them on top of each éclair.

LEMON CUSTARD CREAM

Starfruit Lemon PatisFrance	500 g
Egg yolks	150 g
Egg	200 g
Sugar	150 g
Powdered gelatine PatisFrance	8 g
Water	48 g
Butter	250 g

Heat the lemon puree and add the eggs, egg yolks and sugar. Cook for 5 minutes. Add the hydrated gelatine and mix with the butter.

LEMON MERINGUE

Starfruit Lemon PatisFrance	100 g
Sugar	200 g
Egg white	60 g

Heat the lemon puree and the sugar at 115°C and pour into the egg whites. Whip the mixture.

WHITE CHOCOLATE FONDANT

Extra white pastry fondant PatisFrance	500 g
White chocolate 30% PatisFrance	400 g
Water	40 g
Sugar	40 g

Intense lemon-yellow colouring PatisFrance As required

Soften the pastry fondant using a palette knife. Add in the melted chocolate, water and sugar, having first cooked them together at 35°C. Place between 2 sheets of greaseproof paper, set aside in the refrigerator then cut into pieces as required.

ASSEMBLY AND PRESENTATION

- When the lemon custard cream has cooled down, fill the éclairs.
- Decorate the éclairs using the white chocolate fondant, grate some lemon peel onto the top of the éclairs and then place some pieces of meringue on top once it has cooled down.

Product focus:

Extra white pastry fondant PatisFrance



BENEFITS:

- Ready-to-use
- Firm texture
- Intense whiteness

Available in 15.5 kg bucket

Minimum shelf life of 12 months



RED FRUITS & COCONUT CLEAN LABEL ÉCLAIR

Makes 30 éclairs

CHOUX PASTRY

Water	130 g
Milk	130 g
Butter	115 g
Fine salt	4 g
Caster sugar	3 g
Flour	150 g
Egg	270 g

Mix together the water, milk, butter, salt and sugar and bring the mixture to a boil. Add the flour. Dry the pastry out, firstly on the heat and then using a beater and add the eggs. Pipe out éclairs of around 30g onto a silicon tray.

CRAQUELIN

Butter	150 g
Sugar	150 g
Flour	150 g

Mix all of the ingredients together using a flat beater until you obtain a homogenous mixture. Roll the pastry out into a 2mm-thick layer, cut out slices and place them on the éclairs. Bake at 180°C for 15 minutes with vents closed, then for around 30 minutes at 170°C, with vents open.

ALMOND AND FRESH COCONUT CREAM

Coconut Milk	1000 g
Lemongrass	2 pieces
Sugar	150 g
Purecrem CL PatisFrance	90 g
Water	250 ml
Grated grilled almonds PatisFrance	25 g

Bring the coconut milk and finely chopped lemongrass to a boil and leave to infuse for 20 minutes. Strain the lemongrass out of the milk and bring to a boil again with the sugar. Whip the Purecrem together with the water and stir into the milk and sugar mixture. Then add the grated grilled almonds. Pour onto a tray and cover with plastic wrap. Whip briefly before using.

STRAWBERRY AND RASPBERRY COULIS

Starfruit Strawberry PatisFrance	250 g
Starfruit Raspberry PatisFrance	250 g
Pectin NH PatisFrance	5 g
Sugar	50 g

Heat the fruit purees and add the pectin and the sugar. Stir together, bring to a boil and spread a 5mm-thick layer over a 28x21cm tray. Set aside in the freezer. Once the mixture is frozen, cut out 10cm long and 0.5cm thick batons and store in the freezer.

LIGHT ALMOND AND COCONUT CREAM

Almond and fresh coconut cream	500 g
Fresh cream (35% fat)	500 g

Stir the almond and fresh coconut cream using a spatula then stir the mixture together with the whipped cream.

ASSEMBLY AND PRESENTATION:

- Open the éclair horizontally.
- Put in a thin layer of almond and fresh coconut cream and insert a baton of strawberry and raspberry coulis.
- Then fill the éclair with light almond and coconut cream.
- Garnish with four scoops of this cream.
- Decorate with red fruits of the forest, a sprig of greenery and a few shavings of fresh coconut.

SAINT HONORÉ ÉCLAIR

Makes around 14 éclairs

FLAKY PASTRY

Pastry flour PatisFrance	3000 g
Salt	60 g
Melted butter	600 g
Water	1250 g
Dry butter	2000 g

Use a dough hook to make the flaky pastry, mixing together the flour, salt, melted butter and water. Separate into 2 portions of 2.5kg each then leave to stand wrapped in clingfilm. Knead for 6 turns using 1kg of dry butter for each of the 2 portions of dough.

CHOUX PASTRY

Water	130 g
Milk	130 g
Butter	115 g
Fine salt	4 g
Caster sugar	3 g
Flour	150 g
Egg	270 g

Mix the water, milk, butter, salt and sugar together then bring the mixture to a boil. Add the flour and dry the pastry out, firstly on the heat and then using a beater. Add the eggs. Pipe the choux pastry out onto a Silpat® baking tray and cook for 20 minutes at 180°C with vents closed then 40 minutes at 165°C with vents open.

CUSTARD CREAM

Milk	500 g
Délicecrem PatisFrance	500 g

Make the custard cream by mixing together the milk and the Délicecrem.

LIGHT CREAM

Cold water	250 g
Light custard cream PatisFrance	112 g

Make the light cream using a whisk attachment on the beater. Whisk the cold water and the custard cream preparation together gently at first then at top speed for 3 minutes.

CARAMEL

Fondant PatisFrance	250 g
Glucose syrup PatisFrance	250 g

Heat the caramel up to 170°C then pour onto a Silpat® tray. Once it has cooled, put into a Pyrex container and microwave it to ice the choux pastry balls.

ASSEMBLY AND PRESENTATION

- Cut out the flaky pastry into the shape of an éclair and cook for 20-30 minutes at 200°C.
- Fill the choux pastry with the custard cream.
- Ice the choux pastry balls with caramel.
- Pipe out the light cream onto the flaky pastry base then place 3 small choux pastry balls on each éclair.

