

# WHICH IS THE BEST PATISSERIE IN PARIS?

JOHN FASS, ROYAL COLLEGE OF ART, 2013

The intention of this research is to identify (by qualitative measure) the best patisserie (pastry shop) in Paris, France operating in May 2103. We have borrowed from the gold standard of French cuisine judgement; the Meilleurs Ouvriers de France (MOF)[5]. The MOF uses three criteria to judge its quadrennial three day pastry competition: Artistry - which takes in visual quality, sculptural value, texture, and presentation; Taste - flavour, balance, sweetness (all entries have the same ingredients and size specification); Work - including hygiene, organisation, and planning. The purpose of the MOF is to identify a single craftsman in the field of patisserie. We have considered patisserie products to be more than the creation of a single person and have consequently focused on establishments rather than individuals. In support of this assumption, in the one patisserie with an open kitchen, Colorova, we witnessed at first hand five chefs working simultaneously.

Wine tasting has a rich and evolving vocabulary [3][4] dating back some 600 years. This vocabulary consists of mutually agreed terms. Patisserie products, by contrast, have no similar tradition and our assessment criteria are necessarily subjective. Since, as real world researchers, we did not have access to work processes, kitchen areas, ingredients, or chefs' plans we have prioritised: Taste, including flavour, greasiness (fat to flour ratio), and texture; Value for money, including size; Visual quality, including packaging and design since they are well known to influence flavour [2]. We selected three so-called 'patisserie classique' products: Croissant, millefeuille, and éclair in order to be able to compare like with like. These three products having the greatest probability of being available in every patisserie. Time constraints prevented more than an n=5 study, further research could expand the reach of our enquiry.

We see the study as belonging to the field of food and wine tasting and, while more enthusiastic amateurs than professional tasters, we drew on a wide range of experience and skill. We have used a Likert scale to measure and display results. Likert scales are a standard measure of qualitative impressions, offering a choice of five or seven scoring categories. Likert scales are also well understood in the context of sensory and hedonic impressions across categories [1]. Highest scored product and highest scored overall establishment are both indicated below.

Thanks to Dr Kevin Walker, Kate McLean, Lizzy Raby, Caroline Claisse, Melissa Kim.

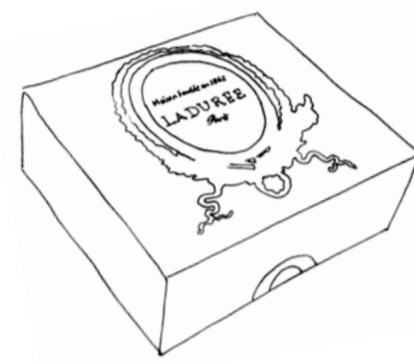
1. Bartoshuka, L. M., Duffy, V. B., K Fasta, K., Groena, B. G., Prutkina, J., Snyder, D. J., Labeled scales (e.g., category, Likert, VAS) and invalid across-group comparisons: what we have learned from genetic variation in taste, Food Quality and Preference Vol. 14, Issue 2, March 2003, Pages 125-138.

2. Beckera, L., Galetzkaa, M., van Rompaya, T. J. L., Schifferstein, H. N. J., Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations, Food Quality and Preference Vol. 22, Issue 1, January 2011, Pages 17-23.

3. Jackson, R. S., Wine Tasting, a Professional Handbook, Academic Press, 2009.

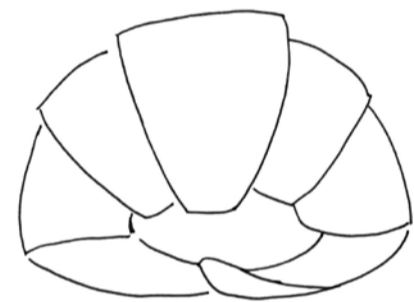
4. Klem, B., Wine Speak, Wine Appreciation Guild, 2010.

5. Meilleurs Ouvriers de France, <http://www.meilleursouvriersdefrance.info/> accessed 16/05/13



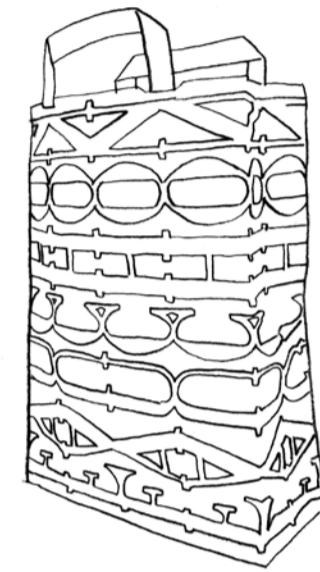
Maison fondée en 1862

LADURÉE  
Paris

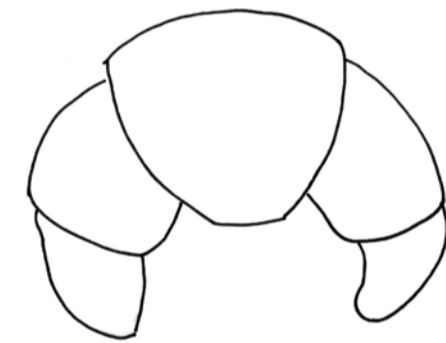


- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- POOR
- POOR
- EXCELLENT
- POOR
- AVERAGE



FAUCHON  
PARIS

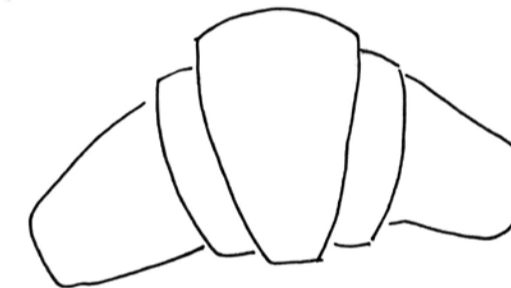


- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- GOOD
- VERY GOOD
- GOOD
- AVERAGE
- EXCELLENT
- AVERAGE

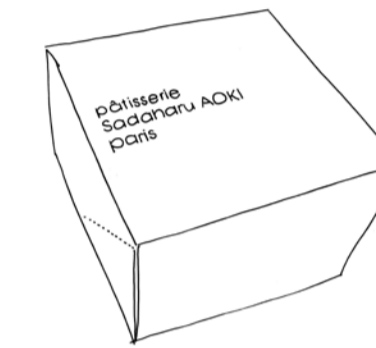


PIERRE HERMÉ  
PARIS

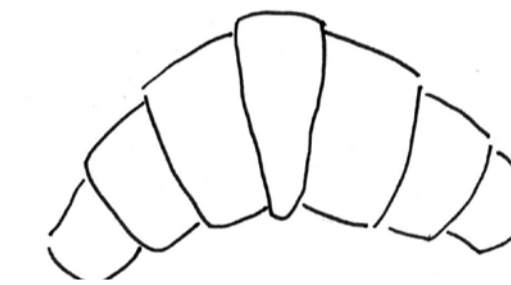


- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- GOOD
- VERY GOOD
- GOOD
- AVERAGE
- POOR
- GOOD



pâtisserie  
Sadaharu AOKI  
paris

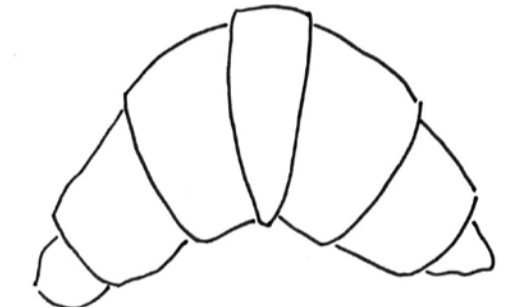


- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- VERY GOOD
- GOOD
- AVERAGE
- POOR
- GOOD

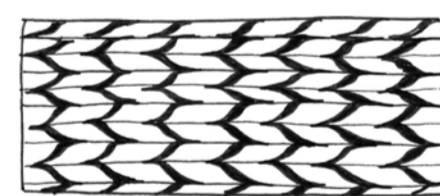


Colorova



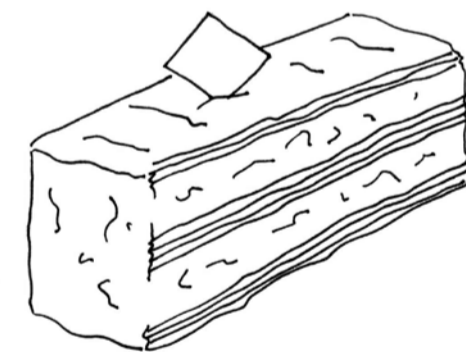
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- VERY GOOD
- VERY GOOD
- AVERAGE
- GOOD
- VERY GOOD



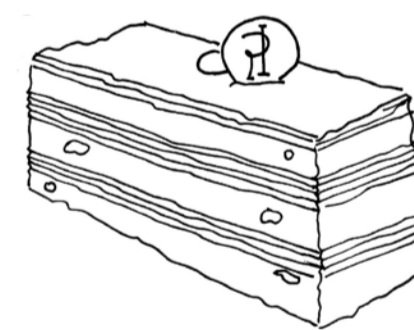
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- VERY GOOD
- EXCELLENT
- GOOD
- VERY GOOD
- POOR
- GOOD



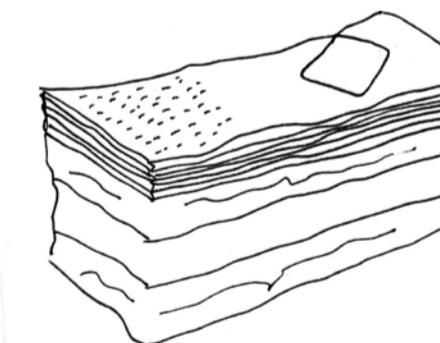
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- VERY GOOD
- EXCELLENT
- GOOD
- EXCELLENT
- EXCELLENT



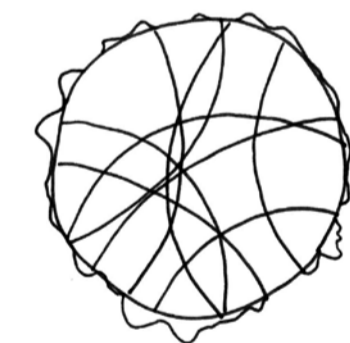
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- EXCELLENT
- VERY GOOD
- EXCELLENT
- POOR
- POOR



- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- GOOD
- POOR
- EXCELLENT
- EXCELLENT
- EXCELLENT
- POOR



- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- EXCELLENT
- EXCELLENT
- EXCELLENT
- VERY GOOD
- EXCELLENT



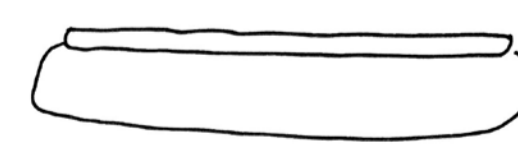
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- POOR
- GOOD
- GOOD
- GOOD
- EXCELLENT



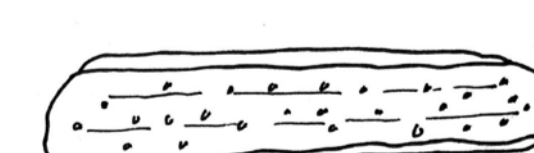
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- POOR
- VERY GOOD
- AVERAGE
- VERY GOOD
- VERY GOOD



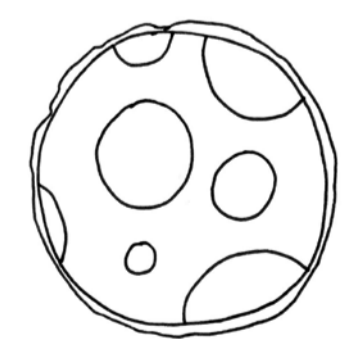
- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- VERY GOOD
- EXCELLENT
- EXCELLENT
- GOOD
- POOR
- VERY GOOD



- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- POOR
- POOR
- EXCELLENT
- POOR
- GOOD
- GOOD



- 1 FLAVOUR
- 2. TEXTURE
- 3. FAT TO FLOUR RATIO
- 4. SIZE
- 5. VALUE FOR MONEY
- 6. VISUAL QUALITY

- EXCELLENT
- EXCELLENT
- EXCELLENT
- EXCELLENT
- EXCELLENT
- EXCELLENT