

depositing profit\$

Empire speaks with Macaron-Bar

With the help of the Empire BabyDrop Cookie Depositor, this Cincinnatti couple opened up two additional locations in under one year.



“With the BabyDrop Cookie Depositor, we were able to increase our production from 1,000 to almost 6,000 macarons per day!” exclaimed Patrick.

The Macaron-Bar, devoted completely to selling the trendy French pastry it's named after, is nestled in the heart of Cincinnatti's cosmopolitan Over-the-Rhine neighborhood. The macaron, which dates back to late 19th century Paris, consists of two almond based cookies and a flavored ganache filling in the center.

“The BabyDrop Depositor pretty much came assembled, just plug and play,” said Patrick. “Empire assisted with the training on how to operate and clean the machine and we were ready to start working with it in just one day,” added Patrick.

This modern idea for a bakery is the brain child of couple Patrick Moloughney and Nathan Sivitz, who lived together for a year in Los Angeles where they saw this growing macaron trend first hand. Patrick was a former P&G brand manager with an eye for business and Nathan is a baker who studied pastry with a focus on macarons at The Gourmandise School in Santa Monica, Calif., and has taken a macaron master class at Ecole Lenôtre in Paris.

Within 6 months the couple opened their second retail location in a nearby outdoor mall, and their third location, an indoor mall kiosk, only 2 months later. The original Over-the-Rhine location remains their flagship store and primary bakery.

Inside the Macaron-Bar are bright and shiny white surfaces complimented by original brick and wood. The clean lines make a great backdrop for the colorful array of macarons that greet customers as they step inside the door. Directly behind the macaron display is the full-view open kitchen where today customers can see Empire's BabyDrop Cookie Depositor at work dropping the day's chosen flavor. But the guys didn't have the cookie depositor from the beginning. “We started out using pastry bags to tray the macaron dough, but quickly realized we needed to amp up production,” explained Patrick.

With a growing business, in-house macaron baking classes, special event deliveries and online orders available, the two are currently considering a second BabyDrop machine.

Before opening the doors in December, the two had projected they might sell 15,000 Macarons in their first three months. To their surprise, they sold over 50,000! Patrick and Nathan hired more employees and purchased Empire's BabyDrop Cookie Depositor to help automate the traying process.

Patrick and Nathan are grateful for all their success and give back to their community by donating 5% of all revenue generated to local non-profits. For more information on the Macaron-Bar, go to their website at www.Macaron-Bar.com.

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