



ABOUT THE BAGUETTE

How this humble loaf became the Audrey Hepburn of bread

Stylish symbols such as Hermès, the beret, and Chanel No. 5 are notoriously intertwined with French culture. But perhaps the most well-known and accessible icon of Parisian life comes from its bakeries, not its boutiques.

Chic in its own right, the baguette has been carried home under the arms of proud papas, cultured ladies, and rosy-cheeked children alike. Its distinguishable length, crisp crust, and thin slits can be recognized throughout the world as a symbol of sophistication and refined taste.

Rumors abound about the fashionable baguette's beginnings. Some claim that it was originally invented during Napoleon's Russian campaign, when he ordered a new shape of bread that could be carried down his troops' trouser legs. Others insist the baguette is, in fact, not French at all in its origin - but rather, invented by the bakers of Vienna.

Contradicting claims aside, while long loaves date back to the time of Louis XIV, the baguette as we know it today requires a steam oven, and was most likely born in 1920. In October of that year, a French law was passed that prevented bakers from working before 4 am. The new edict made it impossible for the bakers to prepare the traditional, crusty round loaf in time for customers' breakfast orders. As a result, necessity led to ingenuity, and the slender baguette was born.

So while its origins may be unassuming, this "French bread" has become synonymous with superior food. Stylish in its look and superb in its taste, the baguette is truly the upper crust of bread.

And the only thing more chic than carrying this loaf under your arm? Toting it home in a SAC à BAGUETTE™ of course!

SAC à BAGUETTE™ is designed by Marybeth Shaw of Shaw Jelveh Design, LLC, and distributed through Local Global, LLC. Shaw Jelveh Design is a full-service design firm offering graphic design and branding, architecture, interior design, environmental graphics, product design and website design. www.shawjelveh.com

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For additional information, press inquiries and sample requests, please contact:
Nicole Truscinski at Meece Media Nicole@meecemedia.com 212.677.2748
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