

LA TARTE TROPÉZIENNE®

— 1955. SAINT-TROPEZ —





« Souvent imitée, jamais égale »

THE TRUE STORY OF LA TARTE TROPÉZIENNE

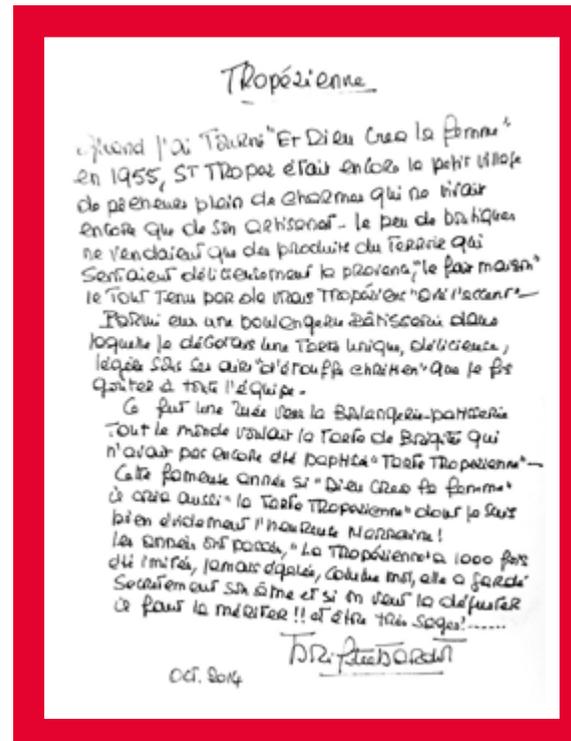
THE ONE... AND ONLY. THE GENUINE TARTE TROPÉZIENNE WAS CREATED IN SAINT-TROPEZ IN 1955.

WHO CREATED IT? THE PASTRY CHEF, ALEXANDRE MICKA. WHO WAS ITS SPONSOR? BRIGITTE BARDOT, WHO DISCOVERED IT BY CHANCE DURING THE FILMING OF «AND GOD... CREATED WOMAN», THIS AS-YET-UNDISCOVERED CREAM-FILLED BRIOCHE. SHE SUGGESTED NAMING IT, LA TARTE TROPÉZIENNE...

THE MOUTH-WATERING BRIOCHE THAT EVERYONE CRAVES. OFTEN IMITATED, NEVER EQUALLED, LA TARTE TROPÉZIENNE, WHICH HAS BEEN THE SUBJECT OF A PATENT APPLICATION,

CONTINUES TO BE A LEGENDARY PASTRY, DESPITE THE PASSAGE OF TIME. WHAT IS THE SECRET OF ITS INCREDIBLE LONGEVITY?

REMAINING TRUE TO THE ORIGINAL INGREDIENTS AND THE NEVER BETRAYED SECRET RECIPE CULTIVATED BY ALBERT DUFRÈNE, WHO SUCCEEDED ALEXANDRE MICKA... AND WHO IS NOW PURSUING THIS ADVENTURE WITH HIS CHILDREN. THE STORY OF A LEGEND.



When I filmed “And God ... Created Woman” in 1955, Saint-Tropez was still a charming little fishing village, making its living from regional crafts. The handful of shops only sold local products with the delightful scent of Provence, “handmade”. They were all run by real Tropezians with the wellknown accent. One of them was a bakery where I tasted a unique and delicious tart, light as air despite its dense, heavy appearance. I made the whole crew try it. This resulted in a mad dash towards the bakery. Everyone wanted Brigitte’s tart, which hadn’t yet been christened the “Tarte Tropézienne”.

In that one famous year, if “God ... Created Woman”, he also created the “Tarte Tropézienne”, and I, of course, am its proud godmother! The years have passed, and the “Tropézienne” has been imitated a thousand times but never equaled. Like me, it’s kept its heart a secret, and if you want a taste you have to be worthy ... and behave yourself!

Brigitte Bardot
October 2014





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AND ALEXANDRE MICKA CREATED LA TARTE TROPÉZIENNE...

1955. Saint-Tropez was the setting for «And God... Created Woman» Roger Vadim was behind the camera. And Brigitte Bardot was in front of it. During a break in the filming, the young and beautiful actress was exploring the village and discovered a delightful pastry in Alexandre Micka's bakery-pastry shop. This young man, who fled his native Poland when he enlisted, chose to stay in France, namely in Saint-Tropez, where after the liberation, he guarded German prisoners of war at the Citadel. He opened a small shop in Saint-Tropez, where he sold pastries, bread, onion tarts... and above all, a special brioche filled with a mixture of two creams, a pastry cream and a butter cream, a recipe he inherited from his grandmother. This is the pastry that Brigitte Bardot fell in love with. She introduced it to everyone in the film crew, who then, like her, quickly became fans. But, the pastry had no name... So she decided to call it: «La Tarte Tropicienne», thus becoming its godmother.

The year 1955 witnessed the emergence of two legends: Brigitte Bardot, who became an international star after the release of the film, and La Tarte Tropicienne, which became the delight of every celebrity, from Boris Vian to Juliette Gréco, who often visited this small fishing village, which through the magic of cinema, soon became «the place to be».



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A RECIPE FOR SUCCESS

Alexandre Micka was a man of taste, a passionate and generous man. Based on the success of his brioche, he decided to open a second shop in Cogolin, then a third, in Sainte-Maxime. These three locations continued to attract a growing number of dessert lovers who kept coming back to enjoy La Tarte Tropézienne. And so, in 1970, an unknown gourmet walked through the door of the pastry shop. He tasted La Tarte Tropézienne and, finding it to be an exceptionally good pastry, he wondered if the recipe had been registered. Was his grandmother's recipe patented? The idea had obviously never crossed Alexandre Micka's mind until now! The mysterious visitor convinced him to disclose the pastry's ingredients in writing. In 1972, this unknown man - legend has it that he was the director of the French National Institute of Industrial Property - returned to Saint-Tropez and gave Alexandre Micka the patent application, the trademark registration for La Tarte Tropézienne and the logo, which is very similar to the logo used today.

Another important event in this incredible tale of coincidences is the encounter with Albert Dufrêne. It would have seemed unlikely that this man, a hairdresser from Annecy and a motor sports enthusiast, would cross paths with Alexandre Micka. But life holds many surprises... One day in 1983, Albert Dufrêne went to join a friend on the Côte d'Azur and made a stopover in Saint-Tropez.

In his luggage, he was carrying some specialties from Savoy and some Apremont and Reblochon wines that his parents asked him to give to Alexandre Micka. Mr. Micka's wife was from Savoy and her husband ordered his flour from the Dufrêne family's neighbors and friends. Ties were thus forged between these families.



Alexandre Micka and Albert Dufrêne, July 1985



« Souvent imitée, jamais égalée »



With his arms full of food and wine, Albert Dufrêne walked through the door of the famous shop. And it was love at first sight. Alexandre Micka, who was beginning to feel tired, immediately recognized this thirty-year-old as someone who could be his successor. Albert Dufrêne was torn between two choices. His business was doing well and he didn't want to give up motor racing. But it was an expensive hobby... and he wasn't 20 years old anymore. And despite his successful business, he didn't want to be a hairdresser for the rest of his life...

The idea of making a life change finally won out. In 1985, he decided to leave the mountains for the sea and to leave his salon to begin working as an apprentice in a pastry workshop. He and Alexandre became good friends during this training and Alexandre quickly realized that Albert was sincere and that he could make changes to develop the business, while respecting its spirit. In July 1985, Albert officially took over the Company. He was surrounded by a team of loyal people, who supported him with their good-will. These were relatives who protected the true La Tarte Tropicaine recipe, which today is known by only three people.



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In 1985, Albert was 37 years old and was full of energy. He hadn't totally given up his youthful dreams and wanted to increase the awareness of La Tarte Tropézienne by combining his product with his passion for automobiles. In 1991, La Tarte Tropézienne became the official caterer of the Renault Formula 1 Team. Albert Dufrêne developed this catering business in order to develop employee loyalty during the winter, the slowest period for the Company. He catered for more than ten years for Renault, as well as for other racing events, including the Andros Trophy and the Rallye du Var. The Company has always been involved in prestigious racing events, such as last year's Formula 1 French Grand Prix at Le Castellet. Over the years, he extended this B2B activity to other areas.

He also expanded his product line by adding a wide range of pastries filled with the Company's famous and inimitable signature La Tarte Tropézienne cream.

At La Tarte Tropézienne, a millefeuille becomes a Millefeuille Tropézien and a Paris-Brest, a Paris - Saint-Tropez... This special range of pastries is known as the Spécialités Tropéziennes.

La Tarte Tropézienne also offers many kinds of Viennese pastries and baked goods, an important complement to its range of quality products, the Company's pride and joy. Another development strategy: Points of sale. Albert began developing this strategy in 1986, after his first season. In 1985, Alexandre Micka had four shops: one in Saint-Tropez, one in Cogolin, one in Sainte-Maxime and one in Saint-Raphaël. Albert Dufrêne took over with the 1986 opening of a new location in Cavalaire and the first factory to increase production.





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The second phase of development, between 1998 and 2006, involved the opening of nine new shops, including two in Saint-Tropez, one in Les Issambres and one in Saint-Pons. A new factory was opened in 2011 to increase production capacity and also to guarantee compliance with the new mandatory hygiene and quality standards. Numerous stores were opened during the decade that followed, including new store concepts in Toulon and Saint-Raphaël, a corner at Nice airport and a pop-up store at Galeries Lafayette, all opened in 2012. The Paris location opened in 2013.

And, in 2015, La Tarte Tropicaine celebrated its 60th anniversary. It was a strong year, which also marked the beginning of the renovation of the legendary shop on the Place des Lices, which reopened in 2016. This shop is the Company's «Flagship» location, where visitors can discover all the expertise that goes in to making La Tarte Tropicaine, including the pastry chef, the baker, a restaurant and a tea room upstairs. Today, La Tarte Tropicaine has 28 points of sale, the only places where you can buy the famous pastry made from a jealously guarded secret.

La Tarte Tropicaine has many admirers... Some have even tried to copy it! But it's impossible... The high standards and expertise that go into making this pastry make it absolutely unique.

As the fame of La Tarte Tropicaine spread, Albert Dufrene decided to register the brand and its logos in several countries.





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LA TARTE TROPÉZIENNE, A CLOSELY-GUARDED MANUFACTURING SECRET

MANY HAVE TRIED, BUT NO ONE HAS BEEN ABLE TO COPY LA TARTE TROPÉZIENNE. THIS IS NO SURPRISE: ONLY THREE PEOPLE KNOW THE RECIPE. A CLOSELY-GUARDED SECRET FOR A UNIQUE PASTRY.



LA TARTE ORIGINELLE

In 1985, Alexandre Micka passed the torch to Albert Dufrière. He then confided a precious secret to him: the recipe for his Tarte Tropézienne, a recipe he inherited from his Polish grandmother. He wrote the recipe by hand on a piece of cardboard which has since then been kept in a metal box, which is hidden in a safe... At present, only three people on the team have access to this document, the Company's treasure.

This document lists not only the ingredients, but also explains the special skill needed to make this unique tart which, as Brigitte Bardot says in the preface of the book « La Tarte Tropézienne » published in 2015 by Editions de La Martinière, looks like a very heavy and filling dessert, but is actual very light and airy.

Each stage of its production, from selecting the ingredients to final assembly, requires a special expertise that makes all the difference when compared to mere imitations. This is how La Tarte Tropézienne remains unrivaled.

The mystery and the art of La Tarte Tropézienne are clearly intriguing. Many professionals, including some of the biggest names in pastry making, have tried to reproduce the textures, the flavor and the pleasure of enjoying this special dessert... But they have never unraveled the secret of this recipe owned and patented by La Tarte Tropézienne, the only one of its kind. Often imitated, never equaled...

To satisfy all fans and lovers of gourmet desserts, La Tarte Tropézienne comes in different sizes. In 4, 6 and 8-10 pieces for larger or smaller tables. You can also treat yourself to a slice or an individual tart when you have the craving - and you're sure to fall in love with the miniature Baby Trop', inspired by the macaroon that you can almost eat in just one bite!



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LA CRÈME DE LA CRÈME OF LA TARTE TROPÉZIENNE

Depending on the season and the occasion, La Tarte Tropicaine can be reinterpreted in delicious variations, such as the Raspberry La Tarte Tropicaine, with its delicate tangy notes. The cream filling of La Tarte Tropicaine has also been the source of inspiration for the Company's irresistible creations. Indeed, it is difficult to resist the temptation to have a Castel Tropicien, an almond and hazelnut cookie filled with Tropicaine hazelnut cream and coated with a thin layer of milk chocolate. The great classics are brought to life by this unique cream: the Paris-Saint-Tropez is a variation of the famous Paris-Brest, raspberry or lemon meringue tarts and mini-tarts, coffee or chocolate éclairs Tropicien, millefeuilles Tropicien and donuts. There are so many to choose from! The shops also offer a more classic range of pastries, flans, chocolate fondant, raspberry crumble..., Viennese pastries, quiches, sandwiches, breads and delicatessen items... All of these fine products meet the Company's high standards of excellence.



Since August 2016, La Tarte Tropicaine has also opened its online shop offering its famous pastries and related products for home delivery throughout France and Monaco. Adapting to the times while preserving its precious heritage, The Company will open its first shop outside of France in The USA and more specifically in Dallas, Texas in Spring 2020 .

An other international opening is also planned in Japan this same year.





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LA TARTE TROPÉZIENNE IN PARTNERSHIP WITH OTHERS

LA TARTE TROPÉZIENNE LOVES TO REINVENT ITSELF, TO INNOVATE AND TO PARTNER WITH FAMOUS PERSONALITIES TO PROMOTE ITS LEGENDARY PASTRY. OVER THE LAST FEW YEARS, LA TARTE TROPÉZIENNE HAS ENTERED INTO MODERN AND EXCITING COLLABORATIONS, IN ITS OWN STYLE.

It all began in 2014 with Inès de la Fressange, who was reconnecting with her hometown and her childhood memories by revisiting the brand's iconic boxes. A collaboration christened «les grandes vacances» because «a game of pétanque, white jeans, pastis, friends, the song of the cicadas, a Tarte Tropicienne, sprinkled with a lot of humor, is my recipe for happiness», says the former French supermodel. The festive and relaxed atmosphere of Saint-Tropez was her inspiration for the design of these pretty boxes. The result: 8 Baby Trop' in a box decorated with colorful sketches of the city, the port and the plants of the region.



In 2017, the well-known Vilebrequin swimwear brand and the famous cream brioche, both from Saint-Tropez, teamed up for a new collaboration between swimwear and pastries. A capsule collection in the colors of Saint-Tropez, a «Father and Son» selection, and for food lovers, «Grande Tarte» and «Baby Trop'» to be enjoyed after a refreshing swim.

In 2018, Le Chocolat des Français and La Tarte Tropicienne unveiled a 72% dark chocolate Baby Trop', an adorably sweet and soft La Tarte Tropicienne brioche filled with smooth rich cream with chocolate notes. Designed by Marielou Faure, the box is adorned with bikini pin-ups, surfers, ice cream cones and Bardot-style bikers set to the rhythm of «Do you Do you Saint-Tropez».



In 2019, La Tarte Tropicienne, the symbol of vacations, sun, sea and warm sand, joined forces with TitsUp, a young, committed brand that loves women and creatively clothes their breasts with patches of colorful minimalist design. Together, they designed a T-shirt with a patch in the form of a Baby Trop' over each nipple. In an ultra limited edition, La Tarte Tropicienne and TitsUp donated 1 euro to the Le Cancer du Sein, Parlons-en Association for each product purchased.





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PRICES AND POINTS OF SALE

INDIVIDUAL LA TARTE TROPÉZIENNE: € 4

LA TARTE TROPÉZIENNE:

4 P: € 19 - 6 P: € 23 - 8-10 P: € 28

BABY TROP' ORIGINAL OR MIX: FROM € 1.60

AVAILABLE IN BOXES OF 3, 6, 12, 18 AND 24 BABY TROP'

RASPBERRY TARTE TROPÉZIENNE:

4 P: € 20 - 6 P: € 27 - 8-10 P: € 33

LE CASTEL TROPÉZIEN:

1 P: € 3.90 - 4-6 P: € 19

INDIVIDUAL PARIS-SAINT-TROPEZ: € 3.40

DONUT TROPÉZIEN: € 3.40 ; **WITH RASPBERRIES:** € 3.80

RASPBERRY MINI-TART: € 4.90

RASPBERRY TART: 4 P: € 25 - 6-8 P: € 37.50

LEMON MERINGUE MINI-TART: € 3.20

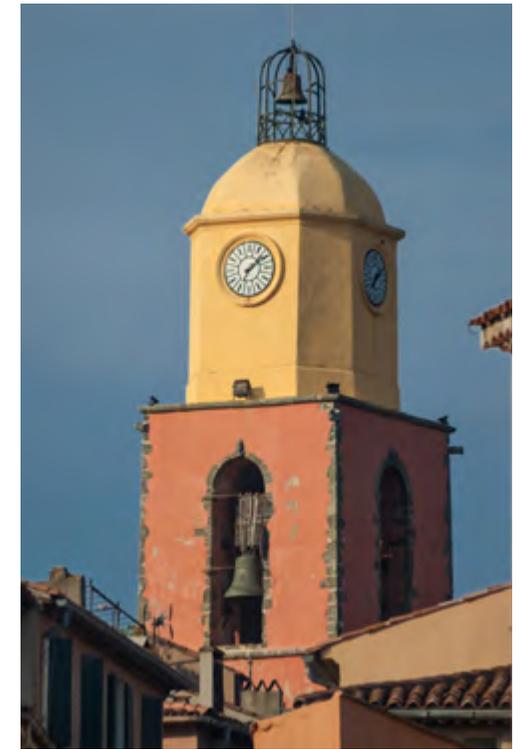
LEMON MERINGUE TART: 4 P: € 14.50 - 6 P: € 21

COFFEE OR CHOCOLATE ÉCLAIR TROPÉZIEN: € 3.30

CHOCOLATE FONDANT: 6-8 P: € 25

RASPBERRY CRUMBLE: 8 P: € 30

FLAN: 8 P: € 24



POINTS OF SALE

latartetropezienne.fr/en/shops

Delivery throughout France and Monaco at
latartetropezienne.fr

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