Eli Abid
General manager of quality and french experience at Maison Allyze

0;00 - V
I go to Mountain View highschool.
I'm part of Freestyle Academy their like film and design program. So our assignment is to make a documentary magazine article. About some subject, and I wanted to do it about this place, because I really like it, and I've been to the speaker a 1000000 times, and it's my mom's favorite place. And I really like it, and it's really cute, and I think it has a great backstory.

I thought it'd be very interesting to do my documentary on this, but overall, the generalized idea of, I guess, like, immigrants starting small businesses in the US. Especiall
y In Mountian Viewit's so expensive.

0:00:46 - Eli
So, right now, it's expensive. Like 10 years ago. Even like 20 years ago, it wasn't like this.
Yeah. let's say, it was more Asian.

Now it's more political to us, Like Poland was Italian, and here it was Asian, more Chinese. So that's why the change of this food in mountain view is that that company, especially, and getting more people from, let's say, Europe and Easter Europe.

Why? Because here is so far, we are at the end of the world for me.
California, it's the other side. We are so far from Europe, the Atlantic, and the Mediterranean.

But bringing this mood here. Yeah, it was a view. We found that more people from Europe were here.

And they needed to find something, you know, to me, with the community, regarding the schools, French school, European school. I'm talking about more French because like coming to French schools, we just want here bigger than the British or the other one.
So that's why it's it's important. The mood, it's like a lot of people want to eat French, but it wasn't real pure French people, but American French way, or, you know, endosame, you know, that sort of interesting. It's like Vietnam and South of China, especially in Vietnam.
So when you have a lot of people from all, how to say, colonies of France, they were here. But and they love this mix, even like, you know, somewhere you go, you have very baguette, or other places, I like the French sound of you, and they mix it with the age of, so it's frision. It's really nice.
This is that was the 1st view. Once we made it here, we found like there is no terrace. You know, I'm from Paris, I'm going Paris, and but I grew up in camp, a French Riviera in the South, next to the Italian border.
Yeah. In Paris, in Paris, we have a lot of terras, exactly what you see here. This is the typical terrace.

And here's, we have it, like, things for 4 years. That street, you wasn't like this. Yeah.
It was real sweet. And when we found this place on the corner, we like to have on the car. It's more most important in France when you when you get a business, when you open a business, it's to be on the phone, especially a bakery, because we touch everyone, then they cut the street, they made it pedestrian, and we love this impress.
Having pedestrians, street is more important. So we were here. A lot of friends were here, slowly, slowly, was the school, especially was the school course, and after this attack companies.
First was schools. Y schools because we have families. Then the tech companies and French companies were sporting slowly here, and they need some people from Europe.
So we came with their family. You see what I mean? I have one of my friends, he's at Apple, manager at Apple, and he was in France, working 1st in France, Hasgurg.
They sent him to China. He met his wife there. They get back to France, and then they send him here.
He told me, We don't have friends' side here. Just copy, you know what I mean? Like, we have a sound, and not the test.
Right. So what we brought, we grew up and over all San Francisco. I love a lot of places in San Francisco, making French stuff, but not exactly the French ingredients and totally fresh.
So long when he came here, in 2018, he was here. When he opened the 1st one, he was here like a few years ago before, and he was financial director of Sony. His wife too.
His wife also, she's European. Eastern Europe. And they were looking for something French, Mr. Us, you know?
And they couldn't find it. Even in San Francisco, they're not like a big hype after us. In France, you can have them.
It's based on cafe and say, like, 23 hours with your book. It's not a big deal. And officially, the old story, it was a place where all people share politics, their talking, share, speak together. ideas, and especially newspaper.
So you write with your new paper, you get the coffee at 7, 8, 9 AM, and you can stay like 23 hours. Just looking at people walking around, and this is what we needed here. Right.
So what do you did this? After this, we created the mood, we brought exactly some of the day. And we are maybe like 10 people like us over all the Bay Area, but we are pure friends, our pure French team at the at the concept.
The ingredients, most of them are from France and Europe, and what we did also, we tried to bring all the tests, all the mood, and we are bakery and pastries in time. It means we do everything. Right.
We don't froze, we don't re-froll, we don't do all this. And this is important. In French, we say artisan, artisan, bonanger, Artisan, it means we do it all here.
We do everything by ourselves. We don't rain from outside. Some other places they bring from outside and they do.
Us we do everything here. That's what the story of this place is I coming because it is one of the 1st place in Mountain View, who brought this French children? French printer sharing this atmosphere, this officially thing, and we are a lot of French.
So we're like 9, 10. It's crazy from long... And you guys collaboratively work on me?

Yeah. Yeah. We have here, we have bowling game, and we have also, so we create since 2 years because we're trying to develop, not franchise.
We don't want to, because a lot of people ask me franchise and everything. We don't want to do this. We want to see they like local.
We see like in Willingham in here, we're trying another place, but we don't expect to open like 10 or 12. Not our idea. The idea is more, to say, local, and as you see here, we don't have a lot of items.
Instagram. We don't, you know, influence that. we don't we stay authentic. Authentic with a real taste, and keeping this same level is the most important.
All the time, I'm checking the taste, I'm checking this, and what else we do different? If you go somewhere else, anywhere, maybe anywhere, not, not, not, the real friends, we prove all that all day. You see, all the game was me, all the game was here.
It is not sold. We threw it at the garbage. Oh, wow.
Even what I'm doing sometimes, if I see, like, people staying here till 10, 1050, and we have to blow, instead, if we have few, few items, it takes us through it. Right. I share it with our guests, like this, try it.
It's important like them to prepare them to try, even for free, even if I'm losing, then through it and no one tried. So we like it like this up to this. Oh, I like this one.
I dont like this one. I prefer this one. It's very important, like, they enjoy their item.
Have you heard of Too Good to Go? Uh, we, I developed this in France. I was expecting to do this here, but most of our item, to be honest, we try to solve out.
I mean, I mean, we don't froze, you know what I mean? We do it one time and we sell. Well, it's good to go.
You know, you can you can, like, sell them at a lower rate. You know, at the end of the day... Another.
And I mean, I don't know. I was I was walking on this, but what we have left end of the day is like just, yeah, it's just like, items. Yeah, yeah, yeah.
That's why that's why that's why my work, it's the Korean Korean Japanese idea, it's 0 say, do you know what a vero at the end? yeah. Like, what we do, I have account, we have account. What we did last week, the same day, what we did yesterday, the inventory and say, oh, we did this last week. Maybe this week with the weather, let's develop this more croissant, less ponchakura. Let's we work on where the people are moving, especially the weather and end the day.
Yesterday was St. Patrick. We did, especially Santo Nove, Santo Nove, with pistachio.
Super hard to find real Santa Marie French test in the Bay Area, even in America. I traveled all over America, and it's hard to I love that also. I love some places, but it's not my side root test.
More than the room, more than I, as I told you, I grew up in Paris and I was at 1st a concert. All my, all my studies, all my, uh, from after my high school, I did like hospitality management, and I specialized in conservatory and high hotels and uh, FNB. So I worked in Paris, all my, all my childhood, like all my 20s.
And then I moved to salsa, France. My family came. And, of course, maybe you heard about Cam, Monaco, Monaco, Monaco, Monaco, Nice, and you have Cam, and he's, and Motto.
And Ken is really famous for the movies, festival. Okay. International movie festival.

It's in camp. Maybe the number one in the world. And over there, we have like really high level chefs and tests.
And we also I work there, so every morning at 536, I was testing already all the pastry. Okay. So, uh, all my years, I was working on croissant, bonchopuran, and tiramisu.
This 3 items. In check, where is the best one and the real test and over Italy and France, as I'm originally, my parents are from the Italian border. So tiramisu for me, it's my all-time dessert, even if I found like 100 dessert, I have to, even if I'm full, I have to try to just to feel in my in my head, where is situated?
And here we developed one, not light, but not too sweet, not best sweet, not adding no alcohol and really light and mixing with cacao and chocolate cocoa. So it's just amazing. And yeah, we tried some style like this.
It's as a cloister for me here. It's remind me, Paris and South of France, because we brought them French butter, French butter from Normandy. Yeah, friend butter is imported.
You import it? Yeah. We import French butter, we import the chocolate, from Verona, so Verona, it's a big, big brand.
I've developed in France and Holland. And especially all the big hotels and all the big chefs, we buy just, you know, this little capsule, little chocolate capsule like this, where we put it, and after this, this is all pure chocolate, really high level chocolate, and where you can get, you can get it here in America because the test is not as different. Every country has a different test.
It just where your heart goes. We wanted to bring the same test. So we said it's important to has everything expensive in the Bay Area in America.
So we said it's going to be the same price. Let's at least put it in quality. You see what I mean? So we got these items. We try to bring even the coffee, what we use for the seculary and everything. We bring it from France and Italy.
And finally, we found someone Italian. He put he's doing here. Since COVID, we developed something what we call in France, local.
So we try to develop also local businesses, not just friends, because we are friends. We try to also develop the locals, like all the ingredients like fruits, veggies, and especially coffee and tahim fai. to make the dough, you know? So we're trying to develop here, especially after Ukraine war.
Ukraine is the heart of Fahim. to, you know, the... Farheim, the white things, you to make a dough. Okay.
So we're trying to bring it from France. After this, we said, let's work for people from here with our French items. It's exactly the same what they did like 100 years ago with not even 100, 15, 50 years ago, we did do the wine with the wine, the wine.
Do you know about Chardonnay, you know, about, you know, Chardonnay, Chabli. So we have all over the world, we have shot in Australia, Southern, in California, Southern, Argentina, you know? It's why we call it Chardonnay, because we took the plant from the area of Chardonnay in France, and we planted all over the world, regarding the stability and the land, if it's the same, like branch, exactly.
So we plant it here and we call it chardone, California. Yeah, we did the same. We take the organic things from here and we try to work like it's from Europe.
We try to bring the organic one, but at least we are developing business with local. This is most important. It's not just bring everything from Europe and let the local on the side.

So what specific items do you get from locals versus that you get into France? So we tried to work seasonal fruit. Season fruit, organic fruit, or getting veggies.
When you want to touch quality of items and leisure, pleasure, it's been respect the word, respect. It's seasonal. So some people ask people, why we don't have the mini single fraisier, right now, we do it only on order, special order, like real big large cage.
Otherwise, we will wait till the seasonal fruit, June, to do fres. So what does it have when you done this species, you know? It's been seasonal.
It's I tell you, let's celebrate Christmas tomorrow. You will tell me, no, Christmas is in December. You see what I mean?
I'm gonna tell you the same with the strawberry, with other other... It's sometimes it's even better to wait the season on fruit, like this. Oh, in your, remember your childhood, when you go out from school and you find this this taste, you know?
Oh, it's June, is this? It's Jan February. It's a lemon. strong.
So we go with the citron, and we try to discover people, to make people discover the, uh, the fruit seasonal, the item is good. And we saw that people here are not only chocolate and coffee. No, they like season, I put, like, in friends.
People are good. In Paris, we are more extreme in the test. We like chocolate.
We like, oh, chocolate, we like, we like croissants, we like, uh, coffee eclair, here, no. They are open-minded like south of France, more, oh, let's try passion fruit with banana. Let's ride pineapple, pineapple bananas with coconut.
So they are okay to follow the rule of seasonal. Like I have items for 2 months. They stop, they come some people, some clients used to come here, oh, where is the one I like?
Oh, it's seasonal, you know? You have to wait the next year. And even in the kitchen, even in the kitchen, we order all the ingredients regarding the seasonal.
So what I mean? It means, if you know, you want to order, the one in January. I don't have any more the items.
The ingredients. You see what I mean? So you have to wait, like, a little...
Maybe you came and you saw it like a little while, you remember, it's a galette like this, King's, the King's King. Exactly. exact. So this one, it's all over, let's say, from the end of December. Not 25th because 25th, it's Christmas, Christmas, is whoosh, whoosh, you know, you see the cake special for the ice cake special for Christmas. Yeah, we have rules. After Zabush arrived over the Cape for a new year, or we begin with the cake, Galileo.
So after I get it, they will. All over this January. Some people, some places in France, we stop it on the January 15.
Because the holiday of the 10th is 7, 8, of June. So us, we continue through the end of January, as people, as they are discovering this. We're not working only with French people.
We are all so walking with all the People who love the French culture and the French food and the real French stuff. Of course, some people will come, oh, it's too sweet, or it's not, it's unsweet, or, uh, but no, we don't add any, any sweet bread, sweet bread, but to get all the sweets from, Even for us, it's better, less sweet, it's not bad. And some people, they come at 9 PM.
Oh, this is all what we have? No, this is not all what we have. We have a lot, but we sold out. This is what left. end of the day. And we open all the day. If you see our hours, eight, 8.30 on morning and 8 all the other days, till like sometimes 8.10 PM.

It's hard to find a coffee place, nice coffee place. creative at some of the days, some of the day at the end, with bakery and everything. But yeah, officially, all what we create, it's on morning. Okay?
Like between one AM and 6 AM, we create every day and we bring it on there. So when it's sold out, yeah, it's sold out. How does that work?
Do you make it? No, at me, I'm at the concept of all the little items. But the cake, the large cake. We don't do it anymore here. We have, as I told you, we developed at San Carlos, a big kitchen, big kitchen. Like, I feel like you're in French hotel, 5 star.
So Oakley, all respective little things, each area for this one, for macaron, and we do everything and maybe. And that's the one that does in the morning? Yeah, we do everything.
They work from one till five. I work sometime from 5 to 6 to 7, then I'm here. So here we finalized all that again was here.
We here we do like a croissant pistachio with red pistachio inside. We do croissant almond croissant, the famous almond croissant is from here. But and all the little cakes.
Yeah. We finalized here, but we do it there. We prepare everything there and we break it.
But on morning, it means nothing done yesterday for today. Okay, so, I read it, there was a medicine mark. Yeah, exactly.
And if we don't sell, with you. But usually we sold out because we never do like, we are not Costco, we are not buried baguette, we are not holes before. Yeah, we don't do a 1000 items. The quality is when you work on little little number. Why? Because at 1st we have to keep the taste.
And secondly, you have to find room. You don't have the room to save, and it's not our objective to say it, because if you don't sell up to 3 days, after two, 3 days, it's the garbage. And our items are from France.
So we can't lose this Mars and we don't have a lot of big more. Big marsh right now, it's not all what you see here. It's on large cake, and what we're developing right now, we're developing, like, corporate, and we're developing also, now we've developed it like since two, 3 weeks, catering. catering catering.
Okay. Catering, Kevin. So we are working on this board.
They catch inside and corporate. I'm just pounding that a lot of friends are bringing for their team, for the corporate stuff, for any event, the banks and everything. They're trying to develop, you know, this community over them.
So they're bringing some stuff and also the catering. So over the offices, the banks, when they do like a morning morning, uh, you know, uh, paintings and, um, uh, everything like this, the meat, a little meeting between little team or big team between 2 agencies, new people, directors coming. So they're trying to make like catering.
And I say like, oh, you know what? Oh, my God, I can do it mini. and mini. I see.
So, yeah, I'm trying to bring some stuff like this, and Lohan, the owner, is really open minded for this. He is really in love with what he's doing. And his wife too.
And yeah, all everything what we're doing is it's fun. It's fun, but we're happy what we're doing because sharing our culture at the end of the world. For me, it's end of the world, right, whenever, you know what?
I feel here, it's more end of the world for me, than Bohaboha or the French Polynesia, because it's French, you know, when I went there, oh, I see people Polynesian speaking French. The 1st

time, it was amazing for me to see. The 2nd time I was used, and but you still have these memories where you are in grand land.
Here? No, we're in America, and thank God, California for me, it's a country. And definitely the best place to open some French place and French culture and people are really open minded here for the concept, for accepting the test.
It's not easy to make people accept this kind of quality. Yeah. People are used to cheap and fast.
Yeah, or too sweet, or super salty, savory, or something like that. No, as were more working on the test of the product. That product, that fruit brings the test, not us, you know.
The item here is all the all the items here also start the jewelry. But the team of the bank are making people coming back. Now we're working on the French, how we call it, experience.
Like, we're trying to keep, you see, I know, we know approximately our clients, they come one per week, 2 per week, or more, once per month. But we're happy to see them again. And this is this is cool.
Having this 20, 30% of paint people. It's really important. Some other places even try to have 50%, 50% of regular.
This is really important, 50%. when we talk about numbers. Because you have a base, like here in America, they talk about fan base, having a fan base. It's important to run the business and to talk because your best advertisement is people when they share their experience. good experience or bad experience or because some people, yeah, they arrive here.
Oh, some that, but they love. Oh, uh... I don't know, we arrived here, see a line.
Oh, it's a line. Yeah, much of the time we have a line. That's why I told you it's morning. Yesterday it was crazy. St. Patrick's normal.
Right. And we opened till 10 till 8, 8.39, so I was late. Yeah, definitely.
So Zalan, the people that people love it. Uh, I'm happy also that older friends, uh, culture places, not even all by French people, but at least they make talking about their friends. So like this, more friends place we have, people can share and compare.
That's really important. See what I mean? If we were just only one French people here, it's not 20.
Yeah. We have more of the concept, people will run over. Oh, is this one, this one?
Look at Italian, Italian, you cannot 100 pizzeria at the same area. But what you're gonna compare? Oh, I prefer to go this one, then this one.
We want to talk about Tony, Tony, San Francisco. don't like it. I prefer someone else. You know what I mean?
This is a test. Is that test? You can bring for people.
You can bring the mentality and the new item for people, but you can tell them what's better or not. It's them if they have them, but it, but it, but it. So when we bring this item, people say, oh, you know what?
I was not... They told me this is the best, but no, I prefer you have a judgment. Is that living?
Yeah. I prefer. When you hear people come, they come, they, oh, what's your favorite?
It's not my favorite. I love them all. What, tell me what you like today, in what mood you are. Are you shopping? Do you like fruity? I can tell you mine and you will tell me, oh, no.
Or you know, somewhere where you go and you're someone, you ask, I don't know, where you go anywhere. And they tell you this one and this one, but too, you know that you don't like this,

so that is, you know, but how are you going to tell him? I don't like good shows, but I will follow mine.
You know what I mean? No, here I work more on what you like, what your mood of today. I don't want to tell you, try the good love and myself.
I'm not a fan of glove, glove. from Strasbourg. And I'm from Paris. So I'm more from Pahid Hes. I like pari breast. It's brown, the cake. But your best is famous.
Its round is like a wheel. The car and cyclist wheel. Right.
Exactly. The wheel of the bicycle, because it was a good, was a run between 2 cities, Bali and Brest. And one event, they asked, can we get like a cake with a wheel representing this books? And they made it. Every item has the story. You know what I mean?
Everything has a story from story to to now. Uh, yeah, France is based over stories. That's what you like.
People go to Paris to study to France, to study history, and art historically. History of art. Why? Because there is and if we go more Roma and Florence, this cities are about art and history. You can do just art without history. You lose it.
People, I have a lot of books at home about it, but they left on the side, the history. Nothing came along. We have a V 15, he's inside some items. store, we have a lot of people like this, they brought the history.
You know what I mean? Yeah. Like if I tell you Christopher Columbo, you will tell me, oh, he discovered the side of Colombia.
So, and even especially the island, the Caribbean Island. Everything has a story. Everything. In Europe and France, majority in Europe, everything, even the street name has a story. The monument is a story. So that's why Paris and Roman and Rome in Italy are really, really like sisters.
The only 2 city where, if you read about it, they are big. Like, you can compare only Paris to Roman and Ram Paris, nothing else, because it's historical, even if you walk on the street, you have a story everywhere. And you can go from, even, even like 3, 2, 3, you would find different bakery.
So the bakery and the terrace and the pastry are really inside our history. Why I'm playing this? From morning, we have the baguette.
After noon, afternoon. We have, look at her. It's like, at 4 p.m. when we go out from school, we run all to the bakeries, not only for the bobo, bobo, uh, suite, I never, uh, more from the, from Alexander.
It's like a basket. It's like a cheesecake. Right.
Here, America, they call it cheesecake French cheese, but no, it's a flown. Just eggs and milk. And we went to this, you know, we run for this island places.
So on morning, we run for the bunch of, it was, and like, yeah, in afternoon, yeah, we ended school. I'm talking about like 5 years old, 6 years old, 8 years old with our parents. So her parents already, in the whole world, exists culture.
Yeah, it's just great and different. Exactly. All over France. our culture.
We finished school, we stuck at the bakery. It's not even we go to there, we stop because in our way, are they okay? We have bakery all over the city.
It's something matter of us. And most of those things in Europe, it's local, local places. We don't go to Walmart, we don't drive till now we have Cahool and everything, big, big, big places.

But of course, they sell everything now. But not all the people has this. Not all the people have a curve.
And even the big places now, they're making little market. Yeah. Supermarket, supermarkets. We're probably little mocked inside the city to be local because we are used to this. So when he opens this one, uh, we didn't need a big yurt place. This place is enough.
This few table inside. The shares are the iconic, the shares outside are iconic, just exactly similar savings, you know? We're trying to keep that concept.
Even the gems poses view, really, really nice brand. He does also juice. I used to sell juices in hotels 5 star in Paris.
We have the tea, we do gopping cheese. Also, and with trying, we're trying to keep all the sparkling and regular drinks. We didn't bring to sell water, just sparkling, if you see, French and Italian French, San Pellegrino, and Pei, the best one, because water, we prefer to share it, give it for free, because we know if you eat sweat, it's good to drink water.
But not only for this, the concept to enjoy the coffee, it's like, if I tell you, I kept, yeah, it's from Casp MC. When you eat caviar, it's good to eat it with a special spoon. It's good to drink vodka to clean the taste of the mouse.
You, the same. When you drink coffee, it's good if you drink water, to have the pure taste of the cake. And even at the end, we have the culture of when you finish your copy, you drink water. For two reasons, the 1st one for the test, and the 2nd one for your cheese. It's not good if you just copy on your teeth. Make it darker.
So yeah, all these little things, we're trying to bring it. We're not just coming here to make business. We're trying to bring a culture experience, quality.
And yeah, our team is all American, it's all Keisha. She is from Hawaii. Welcome home, Keisha. She's from Hawaii, and she loves French experience and French item, and she loved art so for her. It's all the little cakes. Yeah, with around for me.
We call it entreme entremets. A little ultimate world, so... artistic way. So yeah, she does photos also.
She's really nice, yeah. So all over macaroon, you see, lato macaron to the macaron. We do everything also here.
Our macaron, it's handmade. To tell you something, if you see all our cakes, everything, everything, everything here, you will never find exactly the item looking like the other, because they are all done owned by one. Of course, you do, 24, but they don't look exactly the same, even like my own.
I matter what we have, we will see one macaron big, one medal, one little. This is how you try to keep the taste exact because they don't look at each other. I want to other places.
Every time when I'm trying to compare, I am the 1st one who goes other places and pay to try. I don't go just to give me, no, no. I go, I try to see how they doing it.
It's important also. Was it creating? It's not to copy or something.
I want them to develop also the items. The more people talk about macaron, the better for us. See what I mean?
Never see in conquerors that, no, concurrence is good. Right, so you're not voting against Alexander's, or... Yeah, you're working with them.

No, no, no, Alexander is really nice. His French also, his ingredients are not old French, but he's doing also only pastries. But I like his concept because us, we are Sarundote, original, authentic, mood.
And look, in Paris, it's the same. You will find local and authentic place. Here, Estomy, it's more Parisian and Provencial place.
For me, it's more like Provence and where I'm from and this being in camp, but next to our client, close to our client, it's important to be close to our client. Listen to them. How are you doing today?
How was your day? Oh, a long time, mostly. So when you say client?
Oh, long time, mostly. I came here Monday. I didn't see you.
That's cool. you know what I mean? They know us. Some people ask Keisha for coffee for their, especially from their, you know, this kind of thing we have to develop in America.
Alexander, he's doing this, but more classy, you know what I mean? Because it's more so on the thing. This is I love the concept or different.
You see what I mean? Not only the product, the concept. Like people, you want to come today here, after tomorrow, you go at some other place, you compare.
Oh, I prefer this one here. I have a lot of people. In Mountain Jew, especially.
They love Autara. Yeah. So what they do?
They told me, they come, Eddie, I have something from other places. Can I eat? Is there?
So they buy something here and they eat all their items outside. The it ume, the boba, with our items, they bring some from Alexander, some other. The only thing is when I see people with the bag of coffee...
How do they call it? The restaurant, yeah. Yeah, funny, okay.
I look at them. I'm laughing. Good morning guys.
It's but it's fun, yeah, they can try. they can find something funny over there, just looking look good. And if they like the taste, it's point. I like it too.
But it's fun because they come with you and they try to hide it. You see what I mean? So, but yeah, it's fine.
Our, if you see, even the prices, I went to San Francisco. Our prices, even in building game, are regular. Of course, yeah, we talked about $13 item, 1375, but we talked about high level ingredients.
In San Francisco, you will pay something, not even print, just a name. And yeah, you're gonna end it with $59 or I end it with 3 items and 2 drinks, $59. And I threw everything on the garbage. And I came back to the store and I asked them guys, is this Bla's friend because you have all the French items and the name and everything? Tell me now, just the owner, he went to France and he loves the concept. Okay, it's fine.
I like that, but you see what I mean? I, I, I, I took, I take you back to the point of what looking beautiful. It doesn't mean it's beautiful inside.
Okay, you can follow with the person, with people, with the items, everything in life is like this. It doesn't mean if I tell you it's beautiful, it's beautiful for me, but not for you. Yeah.
That's why it's important to taste and Instagram helping this business detest. Now do you see everything and you want to test this place, this space, this space, and you compare because you're gonna have your own you're going to be your own influencer. You can influence yourself and your friend. your community.

So this is important. But every person has a taste. You see what I mean?
That's why I love I love something here. I don't like, oh, because it's not my, I didn't grow up with this. I grew up with the culture of the Poissant, Ponche Coulat, triple chocolate, marble cake, the marble cake is amazing.
The vanilla, vanilla, and chocolate is very beautiful and yeah. So with all the ultramats, it's it's crazy. Well, I was 10 years in.
Oh, honestly, you said a lot. You said pretty much everything I was asking, but I really, I really value this and I think this is gonna be an amazing story. That, like, bringing selling art, selling culture versus selling.
You know, you're not here for money. You're here to spread the culture. And that's that's unique. experience and culture, we don't have any anymore to put to add a French flag.
People knows this is correct. So, I mean, this is where at the French community, we call all of us, ambassador, ambassador. We are ambassador.
We are represent our friends here, you know what I mean? Well, not just a business. We're representing a community, and we're representing a culture, not even European, because you know, France is in Europe, and we are pure European culture.
We mean, we're really proud to be European first. And French, after a part of Europe, our main part of Europe, we are really important to be European. That community is really important.
And yeah, we know what we're doing. The baguette, the baguette, if you try the baguette, people will tell you, oh, no, I get this even like in France. That's why some people come, they come from fur.
Believe me, when I saw people coming from East side of the bay, why are you driving here? Uh, when people, okay, Morgan Hill? Okay.
Los Altos, Los Gatos, it's one, but I see people from San Francisco. Sometimes then go to building and don't come here. They love this place.
He loves this mood, you love it. So to the Burly game dinner? It's the concept, the same concept, but it's more modern.
I see. It's more Bayview, in Austin, like... Right.
We don't eat more spaces, but the shares, I was just saying, all the items are the same. It just, you will find in different areas. That's why I'm telling you, the areas are really important in America.
In France, no, you can open in the best area in Paris and in the popular place in Paris, you're gonna sell the same items. I see. Here, now, when building game, we sell more coffees with oat and uh, and uh, different meals.
So yeah, and we will go more, something healthier, fancy. We sell more cake, we sell more little entrements. Here we sell apples to mix everything.
People are... I mean, the manager of this location? No, I manage all the stores.
I see. And I'm developing also the corporate. and new businesses. We have a team.
We have a business manager, business development manager. We have salesmen, but we do everything with old school sing. It means day by day.
Every night we say what we need for tomorrow. We bring on tomorrow, we work on this system. Some item we anticipate, like for the 28th.
I have look at this. I have for so some some cakes, some people want 45 p. They want for 28th of March.

Look at this. She wants a cake for her son. Okay, but for, uh, I guess 80, 80 people.
So I told her we can do 2 cakes, 4040, and we make it closer. But horses, why we ask a lot of people to order like 2 weeks before some other place in the Bay Areas, they need one month to do it. Us, we can handle it 2 weeks or a week.
But regarding the ingredients, we have enough to make our cake. She wants chocolate. I have to be sure that I have chocolate for enough for 2 weeks.
My anger, my items, other people and her are going to testimony. So we don't we don't have a we don't sell like too much, but we try to work on our corporate and catering right now. It could be really good experience.
Yeah, we try to develop the little things, but keeping this local mood. I guess we, we, we found this, the things. When we talk about Alexander, Alexander is more like, for me, it's like a restaurant place, you know, I'm going to a nice place.
You can buy them. Yeah, yeah, yeah, exactly. But the taste is, if you ask my friends, people, I'm respecting people who like very bigot because I like what they did, very baguette, and the franchising, and developing the name.
Just what's hurting me. It calling Paris baguette. Padding baguette.
Calling something else. it's fine, but it's hurting me, but I love this place because my mom liked it and I took it there because she liked the mood and the name. So she likes the packaging, especially. But yeah, when she wants to get back to real things, you get back to macaron from here. cake from here.
And she loves Ken Lake, Khalid Bordeaux. She likes the cookie from here. So, yeah, we have special things here, Tatopum, Tatopum.
You can take picture later on, Apple pie. Yeah, delta apple pie. My mom, she loved it.
With her go film morning. This is the best thing. I love the kindly.
Canly, this is a little orange thing. Like, this is dumb, like, this little item like this, 2 little, little item. You can see it, yeah.
It's from Bordeaux, who's wrong. So yeah, we put rum in 2 items. I'll go.
So, of course, we told people, here we ask people if they like, okay, we like, oh, if we have any allergies, it's important. Yeah. Cause me up.
We have notes. We have something, some, these 2 questions are really important. Are you allergic to something?
Do you have any allergy? Or do we have, um, that it's okay with alcohol? Just to remind you, we have Rome on this because other days, they don't remind you anything.
And that 1st thing, I added on the when you order coffee is... Think about this. No, if you go, as a place to ask for kawari, a coffee.
Some people, most of them, will never ask you if you wanted regular coffee, single shot, double shot, or, or let's go for, they're gonna ask you this. The cap or regular? See what I mean?
We went at the end of that question. Okay, it's not just, it's not just, I want a cappuccino. I want one shot, 2% milk or oatmeal or almond milk.
Then I want a decaf. I want it to go, I want it icing. You see what I mean?
We have the, it should take you like 10 seconds to figure out and we remind you. We have to remind you. Of course, you're running, rushing, people, lying.
Most of the time you have a line here, you know what you want, but you're right there, you have more choices. You've lost your choice. You're at the cashier.

Oh, I'm lost. I don't know what you want No, take your time. You made the lane.
The line. Take your time, and we're gonna remind you what you like. Do you want the cap?
So some people forgot. We are in a rush here with lying, and they came here, oh, sorry, I forgot to ask you for decaf. No words.
Then do it back. No way, the most important, you have it. You forgot it's happened.
You see what I mean? So, yeah, some people like this and some people, oh, you know what? I have to go.
Can you put it in to go? We added. We don't give you the cup.
Some other people will give you the cup. No, here we take, we do it, sometimes we redo it, sometimes they let like little pieces and they wanted to go, you know what? What end of the day, let's give you a new one.
You see what I mean? So, but yeah, it's different things like this, even the boxes, hour by catching here, it's costing a lot. It's not regular packaging.
So even elaborated. Some people, we have to help them to do the packaging because it's, you know, the bumps and everything. So, uh, yeah, we uh, we, we bring in some little things.
And we're gonna, I'm gonna envy this center. Even French people here will tell you, it's even better than our place in France. And that's really touching.
I told them, please don't share this, you know what I mean? I don't want to feel people that we are working harder now. It's you, you have a lot of places in Paris like us.
A lot of places in South of France like us, you would find a lot of places like us in East France or West France, no Spain. Just, you have to go and to find what you like. See what I mean?
If you are flying with your local business, it's fine. I like it. If you want to explore, let's explore.
And welcome to is only the... I And yeah, so. So I should have more thing.
Yeah, tell me, take your time. Just walk me through time wise. What does your day look like? What time do you wake up? What time do you start making? So, um, today, um, we were...
So, we were at, uh, preparation for St. Patrick's Day, so now we're good. This morning should be good.
Everything was ready and all good, you know? Sometimes you have people on your team, oh, my car, bro, or something happened or my boss or something. So I got my help and this morning I woke up, especially yesterday, I have Ida here.
She has her birthday. Uh huh. So she told me, Ellie, can you, uh, uh, prepare a table for my friend and I, have my birthday?
So I told her, you know what? Okay, what time you need it? She told me at 1030 we should be here.
So that's why I told you. Oh, I see. And I said, I will be with them.
You have all our dress, and look, you can take a picture. I will. You can hold up to us.
Yeah. Look at ours. We are on Wednesday only.
Yeah. So now I can go out and, oh, you know what? I can't even move the umbrellas.
I'm gonna order 2 more for free. Because it's super hot, warm. Yeah, so this is my worst, you know, I'm not working, but she asks for me to be here.
Because I preferred her cake and everything at home and her friends, they enjoyed the cake.
You prepared their cake at home? No, no.
She ordered a cake for her home, for her birthday at home. And with all her friends, and they all love the cake. He touched your kid. 25 people, it was big, huh?

And she told them, Okay, you know what? I gotta pick it to the place, and you take everyone your own. So, yeah, she wanted, she wanted a big table.
Thank God it was fine. Yep. And, yeah, this is bus over, you know?
So what we have influenced, we have big 15 like this. Zoo, did you? Yep.
And you know, I try to keep it open, like this, you can see people walking. We love hevested and to rest, and see people walking. This is our most, uh, what we love in Taras.
So that's what we grow here. And so yeah, when I wake up, I don't take anything, no coffee, I don't eat anything. until I arrive here at work. I make my coffee.
And what I do sometimes, I ask everyone to do my coffee. And I don't tell them what I want. is they should to know what I want. Because I ordered many times, you know what I mean?
Yeah. So, they have to learn, to try to get this liborization. I can be anyone.
Easy, easy. I have like 7 regular people. They can come every day and as the same problem. You have to be ready with this, Oh. I remember it. Yeah.
Oh, 2%? Yeah, I, I, I, I, I, I, I, I, I, One shot. Okay, cupcim to go.
Okay, I got you. You, the same? It's even to say, I like when you arrive at this place.
Oh, same today? Yeah. You know what I mean?
It's good to... It feels good for the customer. Yeah, especially, yeah, it's like this, you have this to penalize.
As I told you, your fan base is really important. Uh, especially with the love of the terrace, I love to see people. It's, look, okay, you can like tarras, I need to ras, be alone after us.
Okay, it's fine. But some people, the like the place, the like the food. And then I'm sharing with other people.
Look, you two have, over the 3 frames, here you have 4 Spanish girls, ladies. Oh, there it was sweet, right? Maybe we have a mixed French and American.
Uh. And it's all people live everyone, you know what I mean? And at the end, you can find, like, oh, you can be friend, or just say hi.
I have two men who come with their computer or just say hi. So this is important, yeah. Knowing your names, uh, trying to, yeah.
I love that. And that is, yeah, my day is like trying to keep the quality of the place, right, to help the team. I don't say just an office or something.
Yeah. I have like 20% in the office and the end of the day, I like to be next to that plan. to the items, try to keep the items 1st. and helpings achieve, even the team they know me now since the war. So now when they need me, they say, Eddie, we need, Eddie, we need to. is not a mister or something.
Yeah. We're all the same, we've got by name. And in France, it's different.
It's a mixture or mister. And uh, and uh, here now we start to work with his name. It's better, like this, we are all the same.
We're all working for the same object goal. Yeah. So yeah, I'm trying to read here your questions also.
Um, honestly, I think I think you pretty much answered everything. Yeah, regarding the neighborhood and communities, very, very important. That's what I'm trying to focus on, right?
We are... we are... we are a big representative of the community here. For sure. And especially we have people from when you touch Menlo, Palo, and Mountain View, Stanford, we have all the French schools working with us.

So it's really nice when we share the mini croissant and the cakes and everything bowls and little kids. Oh, it's a little kids. Yeah.
So, talk to elementary school, middle schools, or? Old, old, the principals. French schools, French schools in Palo Alto, and Mello, they order a lot of stuffs for before Christmas, for Galileo to keep this this culture.
So, yeah, we did, we were the only one who did mini gallet. Sagalet, and the mini one, exactly the painters and everything. So we cut it in 2 for the kids.
And yeah, those girls want to keep this feeling, this so the parents, you know, parents, they do when they have birthday for my kids or even they want to do some little event event. So they bring all French items. So this event, for the kids' birth and everything, for all the class, classroom.
So that's that's really cool. We don't have this. as much in friends, but that's why we talk about community here. We can talk about community regarding our bakery.
Right. That's, yeah, that's... Because, yes, school are really important with the kids.
Kids are really important. because they are the future. When I see parents bringing their kids, It's not even good for us. It's very good for us.
It's like other brands, but it's for the kids, you're showing him something else, explore it, now exploring something different, something, another killer. So you're gonna have directly since he's three, five, 7 years old, something different. I know this place.
You know what I mean? We can talk about it with his friend. Oh, I went to this place, French place.
That's why I share with them French. And especially Veronica, what's touching me is when little girls, little kids, all right? And they ask for macaron, exotic fruit, or lemon or pistachio.
It's beef, ole mander. God, you're six, 7 years old. What do you know about exactly true?
What do you know about lavender? I'm from Lavender Valley. Vanosal, Vanosal, it's beautiful valley in south of France, almost.
It's you can over June till July 14th, you can walk alone in the middle of the valley with all the lavenders, the size, the smell, it's amazing. So, yes, it is... getting in. It's warm.
It good. You were born in Paris? Yeah.
I'm pure Parisian. I'm from the 10th Arrangement, from the area 10. We have 20 area in Paris and number 10.
I'm in French, so we studied all the different parts of up there and how they spread the dish. Is that one be small? I'm in French, but we celebrate, you know, like the chandelier.
Wait, we make crepes and we like whip them and everything. He's so nice. So yeah, let me show you that also.
What else? What do you need of? How may I help yours?
I would love to get a couple pictures of you. Just over there, maybe? Yeah.
And we make a lot of pictures of that place. Other than that, that's great for now. And I'll let you know how it's going the next step.
Oh, wow. I just a little, like, amazing. Nice. you.
That's absolutely... lavender. That's awesome. Yeah, yeah, yeah.
Wow. You see? That's crazy.
Is he? Yeah, it's amazing. I'm not gonna do a picture, you know?
Oh, my...