

AUTOS

FOOD STUFF; The Allure of Baked Goods Brings Him Back

By FLORENCE FABRICANT
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Seth Greenberg, right, grew up baking with his father, William Greenberg Jr., whose sleek chocolate cakes, sticky buns, buttery cookies and distinctively decorated celebration cakes had a deservedly loyal following for decades. The Greenbergs sold their bakeries about a decade ago and Mr. Greenberg retired. But now Seth, who confesses to having missed the allure of butter, sugar and chocolate, has gone back into baking and is offering a limited array of temptations that can be ordered for delivery in Manhattan.


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Seth Greenberg's Just Desserts offers freshly baked cookies in eight varieties (\$40 a pound), mini sticky buns (\$38 a dozen), small linzer cookies (\$36 a dozen), lemon squares (\$34 a dozen) and fudgy brownies without nuts (\$28 a dozen) and with nuts (\$32 a dozen). Orders may be placed with the distributor, East End Cookie Company, at (646) 290-9204. Add \$15 for delivery, which is made after 3 p.m. Tuesdays through Saturdays.

Another pastry expert, Florian Bellanger, is now making macaroons in 10 flavors. Mr. Bellanger, who was previously at Fauchon, formed a company, Mad Mac, with Ludovic Augendre, a former colleague at Fauchon. Their macaroons come in chocolate, vanilla, pistachio, raspberry, lemon, apricot, coffee, cinnamon, peanut butter and white chocolate. They also offer plain, pistachio and chocolate madeleines, far right.

These sweets, in various assortments, are sold at madmacnyc.com and at lepicerie.com, starting at \$18.50 for nine macaroons and \$26 for nine madeleines and going to \$72 for 48 macaroons in a choice of flavors.

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