

## PRESS INFORMATION

*Elisabeth Biscarrat, the 2011 winner of TF1's Masterchef TV programme, has chosen CRISALID and AURES for her new Macaron shop in Strasbourg.*

Lisses, Runcorn, August 2014. **Elisabeth Biscarrat**, the now famous 2011 winner of TF1's (major French TV channel) *Masterchef* programme, has chosen AURES' **sango** EPOS, together with CRISALID's **Aliris** software, as the EPOS management and check-out system in her first shop, '**Macarons & Inspirations**' (Rue de la Vignette, Strasbourg, France).

*"I wanted an elegant boutique with a contemporary, bright, refined and sophisticated design, reflecting my macarons and their subtle flavours,"* explains Elisabeth.

*"I couldn't pass up on AURES' graceful **sango** terminal, which goes really well with the visual identity and style of my new shop. Together with CRISALID's high-performance software, the EPOS ergonomics and functionality are ideal for our needs. The 2<sup>nd</sup> screen facing customers enables us to inform our waiting queue of the creative process we go through,"* she concludes.

*The AURES Group will unveil its new point-of-sale equipment and solutions at the Paris **Equipmag** and **Equip'Hotel** international trade shows in September and November 2014\*.*



**Elisabeth Biscarrat (Macarons & Inspirations)**  
with **sango evolution** (dual screen EPOS for check-out digital display and waiting queue management).

### **About Elisabeth Biscarrat and 'Macarons & Inspirations'**

'Macarons & Inspirations' is the story of a passion.

Elisabeth Biscarrat, winner of TF1's Masterchef competition in 2011, is passionate about all forms of patisserie. Ever since she was a child, Elisabeth has loved cooking, creating, inventing and enabling other people to enjoy themselves, all in a spirit of great simplicity. After being thrown into the limelight, Elisabeth undertook a six-month training course at Lenôtre in Paris.

In order to offer something different, she took time to reflect before giving concrete expression to her ideas. Her project has now become a reality: '**Macarons & Inspirations**'.

Discover this unique shop in the heart of Strasbourg devoted to all types of macarons and choux pastry; It is a small haven of exquisite delicacies created as the desire, seasons and mood take Elisabeth and her team!

[www.elisabeth-biscarrat.com](http://www.elisabeth-biscarrat.com)

### **About CRISALID**

The **CRISALID** Group has been a point-of-sale and retail network solutions specialist since 1992. It offers a range of business-focused software platforms for EPOS check-out and management systems. CRISALID's efficient monitoring, and professional communication IT tools meet the needs of modern companies.

CRISALID's experience, attentiveness to user needs and ongoing quest for high-performance have enabled it to become a respected group. As a result of its distribution network and 7 subsidiaries, it is present in both France and abroad.

[www.crisalid.fr](http://www.crisalid.fr)

### **About AURES Technologies**

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and check-out functions to all points-of-sale and points-of-service including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

The AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA, and distributors and resellers in 50+ countries.

[www.ares.com](http://www.ares.com)

*\*AURES at **Equipmag** (16-18 September 2014, Paris Porte de Versailles) - **stand L006**  
AURES at **Equip'Hotel** (16-20 November 2014, Paris Porte de Versailles) - **stand 2B 64***

For further information:

**Yannick-Florence Waelly**  
**Communications & PR Manager**  
**AURES Group**  
+33 (0)1 69 11 16 65 (direct line)  
[yannick.waelly@ares.com](mailto:yannick.waelly@ares.com)