

This is Greater Birmingham, UK



Business
Birmingham
West Midlands Growth Company

This is Miss Macaroon



Rosie Ginday, Managing Director

Birmingham social enterprise company Miss Macaroon, which has established itself as a firm favourite online selling high end French delicacies to the likes of fashion designer Karl Lagerfeld and social giants Facebook and Instagram, has chosen Birmingham to open its first shop – selling 30 flavours of delicious macarons.



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Find out more about Miss Macaroon
missmacaroon.co.uk

Patisserie Miss Macaroon is headquartered in Greater Birmingham, creating premium hand-made gluten-free French macaroons for major clients including Virgin, Facebook, Instagram, Karl Lagerfeld, Lloyds Bank and Google.



Its macaroons can be produced for corporate, wedding, and wholesale customers, to the public online and in its Great Western Arcade store in the heart of Birmingham city centre. Miss Macaroon is the only patisserie in the world to be able to Pantone match macaroons exactly to a brand or wedding colours.

Miss Macaroon is also a social enterprise, helping to provide employment opportunities and training programmes for young people aged between 18 to 35. The training scheme, Macaroons that Make A Difference (MacsMAD), is aimed at some of the most socially disadvantaged young people.

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Why Greater Birmingham?

Owner and founder Rosie Ginday, who trained as a high-end pastry chef at University College Birmingham and went on to work for Michelin starred chef Glynn Purnell, set up Miss Macaroon in 2011.

Whilst plans to expand nationally are on the horizon, Rosie wants Birmingham to remain as Miss Macaroon's headquarters.

“The social enterprise community here is absolutely amazing,” raves Ginday. She explains how the advice and connections other social entrepreneurs based in the city have been willing to share has been invaluable. “You don't get that kind of openness in some industries and locations, but I think in Birmingham's start-up community you do,” she says.

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Among the support on offer in Birmingham that Ginday highlights is the Initiative for Social Entrepreneurs (ISE) organisation and the annual social enterprise city drive, which takes place to raise awareness about social enterprise.

Birmingham has topped the list as the UK's most entrepreneurial city outside London for five consecutive years. A total of 29,581 businesses were founded in the city across 2015 and 2016 according to the Start Up Loans Company and the Centre for Entrepreneurs.



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About Business Birmingham

Business Birmingham is Greater Birmingham's official inward investment programme; part of the West Midlands Growth Company (WMGC). Business Birmingham was recently named as the best regional Investment Promotion Agency in Western Europe by Site Selection magazine.

This project is partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project. Business Birmingham aims to position Greater Birmingham as a leading inward investment location and major engine of UK growth. For more information, visit Business Birmingham's website or sign up to its newsletter.

European Regional Development Fund

The project has received funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



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