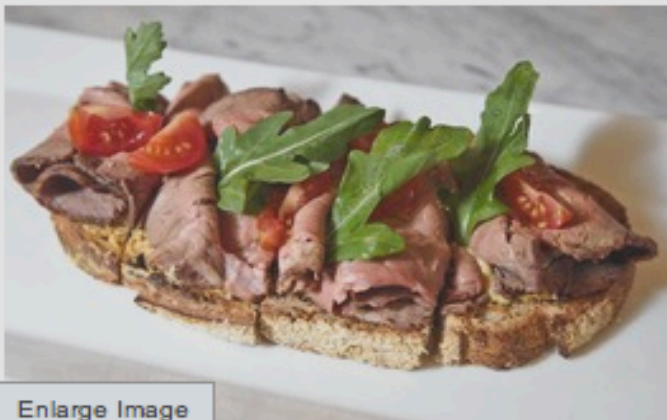


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MAISON KAYSER

## A French Revolution

While New York may be known for its rye bread or bagels, the city isn't exactly famous for its baguettes. Enter Parisian chainlet Maison Kayser, a month-old bakery and cafe on the Upper East Side.

[Enlarge Image](#)

Byron Smith for The Wall Street Journal

The roast beef tartine at the new Upper East Side cafe.

Maison Kayser is worth a stop just for the baguette (\$2.75), an acidic, chewy, crispy loaf that is so good it demands premium butter. Plus, there's a counter of universally pretty and tasty pastries (around \$4.75), including a financier (\$3.75) that Louis-Jean Egasse, the company's chief executive, says is designed to lure the masses. Other pastries are coming, including macarons, he says.

Maison Kayser is an international spin-off of the Eric Kayser chain of boulangeries in Paris. To adapt to New York, Mr. Egasse says the restaurant had to step up its coffee program and include a street-side walk-up window for to-go orders. The menu is broad—and broadly French in style—with salads, soups, charcuterie and classics like a croque-madame and a frisée aux lardons salad. Most items are less than \$20 and solid dishes include a roast beef tartine (\$16) and a salad with chicken with oranges (\$16). The dining room is stroller friendly and already attracting neighborhood locals, even if it's just for a coffee, pain au chocolate and the morning newspaper. A cafe near Bryant Park and another near the Flatiron building are set to open by year's end.

—Melanie Grayce West

**Maison Kayser, 1294 Third Ave. at 74th Street, is open daily between 7 a.m. and 11 p.m.; 212-744-3100.**