

Why it's "pain au chocolat" and not "chocolate croissant"

We notice some customers are asking for "chocolate croissants" vs "*pains au chocolat*." This is new since Pascals1.0. Is there a difference? Well, yes. Or shall I say, *oui*? "Chocolate croissant" is actually a misnomer; it could be the Americans got that party started but certainly influenced by the migration and mass production of croissants and pain au chocolat into North American markets and maybe some enterprising entrepreneurs who stuck a piece of chocolate into a croissant and called it a chocolate croissant. So a chocolate croissant ended up becoming synonymous for a traditional French *pain au chocolat* which is made of croissant dough but is not a croissant obviously as it's not even in the shape of a croissant (crescent).

It's a cultural thing, right? You don't call *lasagna* "pasta casserole." It has a proper name with a specific ethnic origin and authenticity from Italy. You don't call German *sauerkraut* "fermented cabbage" or Korean *kimchi* "fermented vegetables", etc. It's important to be respectful of different cultures. Appreciating a culture's food is an extension of that. It really comes down to a sign of respect. If we can say *lasagna* and not "lass-ag-na" surely we can manage *pain au chocolat*? People can even call them "*chocolatine*" which is what most of the south of France call them as well as Quebecers. The French themselves in France may not care what tourists call *pain au chocolat* or anywhere else. I guess it takes a French expat dedicated to his *métier* and a crazy Canuck who both care too much about the noble provenance of this pervasive but so commonly misunderstood genre of endangered pastry, to beg to differ.

That's passion for ya.



Photo credit: happy customer. Not the dog.
(Doggos can't have choco. That's why the sad eyes.)