

BUSINESS

Baked by Melissa adds tiny macarons to its menu

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The tiny cupcakes made by Baked by Melissa are getting their first sibling this week.

The 14-store chain will add bite-size macarons to its menu on January 14, the 6-year-old company said. Not merely slated for a cameo appearance, the macarons are expected to occupy roughly one-third of the store's shelf space.

The macarons will be offered in six flavors, including cookie dough and red velvet, while the cupcakes come in 12 flavors. Like the cupcakes, the macarons will cost \$1 a piece.

In November, the privately held bakery opened its first gluten-free shop in the Garment District at 526 Seventh Ave.

At times, when single-product retailers add a second product, it's a sign of slowing sales.

"Like all single-category concepts, there is a vulnerability when the item loses its appeal or faces stiff competition — and generally has a low barrier to entry like soup, yogurt, smoothies," restaurant consultant Arlene Spiegel said, speaking generally and not specifically about Baked by Melissa.

The company said its sales have remained steady. ■