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## Gourmet Macaron and Cookie Shop ‘Woops!’ Coming to TriBeCa

By Irene Plagianos



*Tasty macaron and cookie shop Woops! is opening in TriBeCa.*

TRIBECA — The neighborhood is about to get sweeter.

Macaron and cookie bakery Woops! is bringing its artisanal treats to 93 Worth Street, the company said.

The bake shop, a chain with 14 other locations, is slated to open in early July.

“Our bake shops are designed to be small in scale in an effort to create an intimate neighborhood feel,” said Woops! co-founder Tal Avivi.

“We have a unique opportunity to be the community destination for great coffee and tasty pastries within one of the most high-profile residential buildings in the area.”

<http://www.dnainfo.com/new-york/20150602/tribeca/gourmet-macaron-cookie-shop-woops-coming-tribeca>

Along with its variety of the French pastry — which come in flavors including Nutella, peanut butter and cookies 'n' cream — the shop will also sell gourmet coffee and other desserts.

The bake shop will sit on the ground floor of massive condo building 93 Worth St., a 1924 industrial building converted by developer IGI-USA to luxury residences in 2011.

Woops! launched its first location in Williamsburg several years ago. The TriBeCa shop will be the bakery's second locale in Manhattan — earlier this year it opened a cafe on the Upper East Side.