Start Menu Customization

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I found the solution! There is indeed a cached version of the Start menu in the registry as of v1703. Removing the cache and the TileDataLayer folder will allow Windows to apply your Start menu modification if you're using manual user customizations in audit mode.
The key is HKEY_CURRENT_USER\Software\Microsoft\Windows\CurrentVersion\CloudStore. For the default user in a clean WIM file from Microsoft, there are no subkeys here, so feel free to delete the "Store" key you see under CloudStore.
For me, since my image was already created, I had to mount the WIM file, load ntuser.dat from the Administrator user, remove this key, unload the hive (never forget to unload hives!), then commit the changes to the WIM. During deployment, the CopyProfile flag will copy the Administrator user to the Default user and all will be well! 😁

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