



Media Contact:
Emel Shaikh / JS2 PR
Abby George / JS2 PR
eshaikh@js2pr.com
ageorge@js2pr.com

FOR IMMEDIATE RELEASE

PITCHOUN! BAKERY BRINGS A FRENCH FLAIR TO REIMAGINED BEVERLY CENTER

New Neighborhood Bakery and Café Offers Flaky Pastries, Fresh Bread, Delicious Salads and Gourmet Sandwiches to Locals and Visitors Alike

Los Angeles, CA (August 8, 2018) – The wait for the highly anticipated second location of beloved French boulangerie and patisserie [Pitchoun!](#) is over: the family owned-and-operated bakery and café is now open at Beverly Center. Beginning today, the newest addition to the reimagined Beverly Center will offer a limited menu to diners during scaled back hours, with regular hours and full menu offerings beginning on August 13.

The artisanal bakery is known for its commitment to classic techniques and uses only French butter and authentic techniques when creating its flaky pastries, incredible baguettes, fresh salads, gourmet sandwiches and much more. The second location has long been in the works for owners Frédéric and Fabienne Souliès, a French couple with a deep love for the culinary arts. It combines Frédéric’s background in traditional French baking and farming with Fabienne’s knowledge of Mediterranean-Italian cuisine to create a menu that caters to every palate and preference. The original location in Downtown Los Angeles has already established itself as a staple for the hustle and bustle of the city, and now the Souliès family could not be more excited to join the new Beverly Grove neighborhood.

“We have always been dedicated to bringing our love of quality baked goods and pastries to Angelenos who are looking for an experience outside the typical café,” said Fabienne. “Our goal when we opened our first bakery was to bring classic French pastries and breads to the dynamic food scene in Los Angeles. To be able to expand to Beverly Center is an incredible dream come true, and we cannot wait to share what we’ve cooked up with our new neighbors!”

In keeping with French tradition, the secret to the expansive Pitchoun! menu is highlighting fresh, quality ingredients and a daily bake off that occurs in the early hours of the morning. Absolutely everything is made in house, even down to the jams, yogurts, chocolates and array of vinaigrettes used across the menu. All fresh ingredients are sourced locally; the bread, “Le Pain”, is made from scratch daily using simple ingredients, including premium and organic flours and filtered water and absolutely no fillers; the “viennoiseries”, or morning pastries, are hand-rolled and laminated multiple times to master a perfectly flaky treat; and several colorful “pâtisseries fines”, or fine pastries, including beautiful macarons, eclairs, or tarts, hand-made daily with a gluten free tart shell and featuring fresh fruit & custards.

Unique to the new location, Pitchoun! will offer several sweet and savory items exclusively available at the new location, including the **Beverly Lemon Turnover**, delicious baked puff pastry filled with lemon custard, and a Pitchoun! original creation called **Paris-Beverly**, a twist on the traditional Paris-Brest choux dessert, with praline flavored cream inside, available with a delicate praline cream as well as a Nutella filling. Additional surprise sweet and savory specials will also be available on site upon opening.

Fans of the downtown location will be pleased to discover that the Beverly Center location will also offer many of the same delectable morning pastries and afternoon bites they know and love. Made using a starter that is grown and nurtured in house, the crusty **baguettes**, **country rye**, **sourdough**, and **ficelles** are the perfect base to build a solid sandwich or accompany a cheeseboard, while buttery pastries such as the **croissants**, **chocolate twists**, **kouign-amanns**, and **beignets** are the ideal sweet pairing with a cup of coffee or tea. Or grab a **millefeuille**, **giant raspberry macaron** or **dulce de leche éclair** – a perfect dessert that can be enjoyed on its own! Stop by for breakfast or brunch to enjoy a classic French breakfast, with **half a baguette and butter or homemade jam** or **soft-boiled eggs** the Parisian way. For guests looking for a quick lunch fix, Pitchoun! has a wide array of specialty sandwiches and tartines, including a traditional **Croque Monsieur** or **Jambon Brie**, or the California-inspired **Sunshine Tartine**, as well as lighter salad options such as the **Sheperd Salad**, the **Saigon Salad** or the **Monaco**.

The bakery will also offer rotating specials, highlighting a new and seasonally inspired pastry, salad and sandwich each month. A selection of **gluten-free breads and tarts** are also available every day, and those looking to feed a crowd for corporate events or office gatherings can also make use of the large tarts and cakes or the incredible catering services for any event.

The 1500-square foot space, designed by the Souliès themselves, will offer plenty of comfortable seating both inside the main dining area as well as on a sundrenched outdoor terrace. The bakery offers a more crisp and modern design compared to the downtown location, fitting in very well into its hip new neighborhood. The café is bright and inviting, with white-washed brick walls and warm hardwood floors throughout. The space also tips its hat to many French designers, with a large and beautiful lamp from French designer Constance Guisset adorning the space, and imported Mullca chairs in the vintage industrial style seen in French schools in the last century set against modern Carrera-style bistro tables. Behind the rows and rows of pastries, a box window gives a direct view into the kitchen, letting diners catch a glimpse of the cooks hard at work. A chalkboard wall displayed over the counter offers up ongoing specials and tips and tricks for first time visitors and devoted fans alike. Pitchoun! has also commissioned French illustrator Hubert Poirot to create a large hand-painted mural against one of the interior walls, which will be revealed at Pitchoun!'s Grand Opening Celebration event on September 6. Down the line, Poirot will illustrate the opposite wall as well, into which a neon sign stating "La vie est belle" is incorporated. With large windows streaming in plenty of natural light, Pitchoun makes for a refreshing morning start or productive afternoon work space.

Pitchoun at Beverly Center is located at 8500 Beverly Blvd., Los Angeles, CA near the corner of West

3rd St. and San Vicente. The bakery is open on Wednesday, August 8 from 11:00am until 2:00pm, and from Thursday, August 9 until Sunday, August 12 from 8:00am until 3:00. From Wednesday through Friday, the limited menu will offer breads, pastries, coffee and tea, and on Saturday and Sunday the limited menu will expand slightly to include lunch offerings. Pitchoun! Bakery will open fully, with full hours and menu offerings, on Monday, August 13 and will be open Monday through Friday from 7:00am until 5:00pm, on Saturdays from 8:00am until 5:00pm and on Sundays from 8:00am until 4:00pm. For more information, visit pitchounbakery.com or follow along on Instagram, Facebook and Twitter @pitchounbakery or #pitchounbeverly.

###

*For more information regarding Pitchoun! Bakery,
please contact Emel Shaikh or Abby George at JS2 PR
eshaikh@js2pr.com / ageorge@js2pr.com*