



Pitchoun! to Open 2nd Beverly Hills Location in August

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This summer, Beverly Hills will get a little bit sweeter when authentic French patisserie and boulangerie, Pitchoun!, opens its second location at Beverly Center in August. Named after the French Provencal word that affectionately translates to “kiddo”, Pitchoun! will expand its footprint beyond the beloved downtown Los Angeles location and serve flaky morning pastries, crusty bread and delectable salads and sandwiches to mid-city residents.

A family owned business, Pitchoun! is run by Frédéric and Fabienne Souliès, a French couple with a deep passion for bread and baking. Frédéric comes from a long line of French bakers and farmers and grew up in his own grandfather’s bakery, while Fabienne inherited the knowledge of Mediterranean cuisine with an Italian twist from her parents. Backed by a supporting cast of experienced French chefs, Pitchoun! makes a point in bringing its French savoir-faire and culinary techniques to California. With tons to offer and a little something for everyone, Pitchoun! is the ideal spot to pop in for a morning coffee, to pick up some pastries for a gathering or dine in for a casual meal.

“We are absolutely thrilled to bring Pitchoun. Bakery to Beverly Center this summer.” says Fabienne Souliès. “We first opened this bakery three years ago because we wanted to share our love for food with Angelenos, using recipes that have been passed down from our own grandparents, and to highlight the value of great quality ingredients. We are thankful to have been able to build a home in the heart of Los Angeles, and we cannot wait to meet our new neighbors and the community surrounding Beverly Center.”

Client: Pitchoun Bakery

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The artisanal bakery, known for its commitment to authenticity and classic techniques, will serve up fresh house-made pastries and breads as well as a variety of café items. Using traditional French baking techniques to create beautiful desserts, Pitchoun! aims to share the best of the French regional specialties, such as kouign amann, pan bagnat, bredele, cannelé, and tropézienne, to name a few. All bread and viennoiseries are hand rolled and baked in house daily, using 100 percent French imported butter – no margarine, no artificial flavors or preservatives. All breads are made with Pitchoun!'s own natural starter made, grown and fed right here in the bakery. Furthermore, fruits, vegetables and other produce are locally sourced from surrounding farms, and organic eggs, dairy and meats are used to ensure the best and healthiest ingredients for customers.

The Beverly Center location of Pitchoun! is currently under construction, will be located at 8500 Beverly Blvd., Los Angeles, CA 90048 near the corner of West 3rd St. and La Cienega, and will be the only bakery café at the reimagined Beverly Center as well as an incredible catering option for onsite tenants and nearby businesses alike. The bright and inviting space will incorporate the playful design of the first location, with every design element tipping its hat to the owners' native country, accented by the bright pop of orange that has become a signature of the brand. Pitchoun! at Beverly Center will be open for breakfast and lunch. The original Pitchoun! is located at 545 S Olive St, Los Angeles, CA 90013.

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