



French Bakery/Patisserie, Pitchoun Opens Second Location at Beverly Center, Sept 6!



To celebrate the opening of its brand-new second location at Beverly Center, **Pitchoun** is hosting a very special Grand Opening Celebration on **Thursday, Sept. 6!**



Between 7:00 am and 4:00 pm, this authentic French bakery will be **offering a free macaron with the purchase of coffee or tea and a free mini pastry with the purchase of a meal (\$12 minimum)**, while supplies last. The bakery will also be offering *free samples of menu items throughout the day* – a perfect chance to try something new while checking out the new neighborhood bakery!



WHAT:

To celebrate the launch of its second location at the reimagined Beverly Center, Pitchoun! Bakery is hosting a special **Grand Opening Celebration on Thursday, September 6!** In honor of the Grand Opening, Pitchoun! will be hosting a ceremonial ribbon-cutting ceremony to commemorate the special day.



Starting on **Monday, September 3** until the **Grand Opening Ceremony on September 6**, guests who stop by Pitchoun can also purchase \$5 tickets for a chance to win exclusive prizes and gourmet baskets, with a **portion of the profits benefiting the Pediatrics Department at Cedars-Sinai**.

The total funds raised and the names of winner will be announced at a private celebration later that evening.

Prizes include

- a private one-on-one pastry class with **Pitchoun pastry chefs**,
- a full catered breakfast delivered to your door,
- a gourmet gift basket full of unique and delicious treats!



Pastries!

WHEN:

Thursday, September 6

Food and Drinks Specials: 7:00 am until 4:00 pm

Ribbon-Cutting Ceremony: 3:00 pm



Pastry case

WHERE: Pitchoun! Bakery



Beverly Savory Waffle!

8500 Beverly Blvd. #103 (near the corner of W. 3rd & San Vicente)
Los Angeles, CA, 90048
323-381-5328



About Pitchoun! Bakery

Pitchoun! Bakery is a French boulangerie and patisserie owned by Frederic & Fabienne Soulies. Between the Downtown and Beverly Center locations, Pitchoun serves authentic French pastries and desserts, traditional breads, and gourmet sandwiches and salads. Each item is made in house daily, using organic and local ingredients as well as imported butter, bringing the artisanal flavor of France to Los Angeles in every bite. For more information, visit <https://pitchounbakery.com/>. Follow Pitchoun! on Facebook, Instagram and Twitter @pitchounbakery.

About Pichoun Bakery

A family-owned business, **Pitchoun is run by Frédéric and Fabienne Souliès**, a French couple with a passion for bread and baking. Frédéric comes from a long line of French family 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.

With a supporting cast of experienced French chefs, Pitchoun makes a point in bringing its French savoir-faire & culinary techniques to California.

Behind the Name



"Pitchoun" is an affectionate French word meaning "kiddo" in a loving way. It is an old-fashioned word that parents used to use when addressing children in the old French dialect in Provence and in the South West part of France. Frédéric was always addressed with this affectionate word by his grandparents while they looked after him.

The Bread

All bread and viennoiseries are hand-rolled and baked in-house daily, with a process that begins as early as 2:00am. Not to be missed are the traditional French baguette and morning pastries, the latter made with 100% French imported butter – no margarine, no artificial flavors nor preservatives. All bread is made with Pitchoun's own natural starter made, grown and fed right here in the bakery.

The Pastries

A wide range of pastries, savorys, and cakes are also baked daily on the premises. They also do cakes for special occasions such as weddings and birthdays. Using the traditional French baking techniques to create beautiful desserts, Pitchoun aims to share the best of the French regional specialties, such as *socca*, *barbajuan*, *kouign amann*, *flammekueche*, *bredele*, *cannelé*, *tropéziennne*, just to name a few.

Location and Times

Pitchoun is located at 545 S Olive St, Los Angeles, CA 9001.

Open for business:

Monday through Friday from 7:00 am until 5:00 pm,

Saturdays from 8:00 am until 5:00 pm

Sundays from 8:00 am until 4:00 pm.

The café also hosts once-a-month wine tastings in the evenings and offers a happy hour menu with shareable plates and tapas.

Check in with Pitchoun via their website: <https://pitchounbakery.com/>

Follow Pitchoun on these social platforms:

Facebook: <https://www.facebook.com/pitchounbakery>

Twitter: <https://twitter.com/pitchounbakery/>

Instagram: <https://www.instagram.com/pitchounbakery/>

Pinterest: <https://www.pinterest.com/pitchounl/>

Pitchoun	September 2 nd , 2018
 The logo features the letters 'JS' in a large, orange, stylized font, with '2' and 'PR' in a smaller font to the right. Below this is a blue banner with white and pink decorative elements, including a speech bubble and a document icon, with the text 'LA STORY.com' in pink.	<p>LA Story is a Los Angeles based blog that covers things to do and dining around the city. (Pageviews per Month: 27,060)</p>