

Popular Boule de Pain Bakery Brings Artisanal French Touch to LA Food Culture

The established French bakery is experiencing significant growth at a time when the LA bakery scene is seeing many brands forced into the underground food scene to survive.



California, Woodland Hills, Feb 25, 2021 ([Issuewire.com](https://www.issuewire.com)) - Beloved French bakery Boule de Pain announced today that it has expanded heavily into local Farmer's markets and home delivery services, a move powered by the bakery's impressive sales run that so far has withstood the effects of the COVID-19 pandemic. At a time when many other bakeries in LA are experiencing challenges that forced them into the "underground food scene" where front yard pop-ups and other unconventional marketing tactics are common, owner Arie Haddad expressed his gratitude for the success the bakery has sustained throughout the pandemic.

"At Boule de Pain, we strive to create lasting memories with our creations," Arie Haddad said. "Before the pandemic, LA was transitioning into an epicenter of gourmet bakery creations. To stay ahead of the competition, we worked hard to constantly improve our craft and debut delicious and physically striking creations that make an impression on our customers. I believe this is what has helped us sustain our success and even be able to expand to farmer's markets and delivery services. Boule de Pain baked goods offer a true gastronomic experience that keeps customers coming back."

Owner Arie Haddad's mission in opening Boule de Pain was to offer Californians a new way to eat bread and pastries, creating artisanal edible pieces that "are meant to be savored like a glass of fine wine." As a Frenchman, Arie looked to his cultural roots and 5-year success with the brand in France for the inspiration that led to establishing the shoppe in Woodland Hills 7 years ago.

Some of Boule de Pain's most popular items include sweet or savory bread like their signature fig and walnut bread, kouign amann or "butter cake", specialty sweets like Nutella-filled donuts, and custom cakes for celebrity clients. The bakery is run by Arie's wife and a team of authentic French bakers who "work in a very artisanal way, taking time to stay connected and close to customers through their creations." Said Arie.

With the company's recent delivery expansion, customers in Los Angeles County can now order Boule de Pain baked goods for free no-contact next day delivery, depending on their location. To qualify, orders need to be placed a day ahead by 9 PM and must meet a minimum of \$40. No deliveries are done on Thursday or Friday. When out and about in Los Angeles County, customers can find Boule de Pain treats at 15 farmer's markets including Calabasas, Melrose, and Beverly Hills.

About Boule de Pain

Boule de Pain is an artisanal French bakery in the heart of the San Fernando Valley. We are dedicated to making a delightful assortment of high-quality baked goods like homemade pieces of bread, pastries, cakes, and donuts. All our creations feature the signature flavors of our expert French bakers and culinary artists and are available for sale through our bakery in Woodland Hills, at local Farmer's markets, and for order via free door-to-door delivery when placed a day ahead. To learn more about our baked goods and to place an order, visit our website at www.bouledepain.com.



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Source : Boule de Pain Bakery

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