



The Journal



La PanotiQ New Bakery Café

A Chain to Sweep the Bay Area



Unsurpassed quality desserts served, Cranberry Cake

San Francisco August 29, 2014; La PanotiQ made its debut in Campbell last week. This trendy place is a family owned bakery and cafe with 6 upcoming locations in and around San Francisco Bay area.

This French-inspired bakery-cafes have been a popular addition to nearly every SF neighborhood over the past few years, and this year, a young chain is planning to aggressively expand across the Bay Area. La PanotiQ is the brainchild of the Guterman family: father Mikhail and his wife Natalya are the founders and proprietors, while their daughter Maria serves as CEO. The cafe gets its name from the French term for a library of panoramas (so don't go calling it "Panoti-cue"). The name was also inspired by the Gutermans' travels through France, where they fell hard for the little boulangeries and cafes that dot daily such as the streets.

Megan Gaffney, who oversaw and trained managers for the SF locations of Patxi's, is bringing her restaurant expertise to the project as general manager, the one in Campbell (195 E. Campbell Ave.), which is now open, as well as the former E'Angelo space on Chestnut Street in the Marina, which will be its second.

The plan is for each La PanotiQ location to house an on-site bakery, which will turn out a wide variety of breads (baguettes, pain aux cereales), viennoiserie (croissants, raisin swirls), beignets, and housemade waffles in the morning, served with Oakland-roasted Bicycle coffee. At lunch, the menu will include quiches, panini, salads, and soups. The shops will stay open into the evening, serving heartier fare like seafood dishes and potentially pastas as well. A case of high-end patisserie desserts will be offered throughout the day, with eclairs, tartes, tortes, macarons, and other treats. Everything will be made on premises with all-natural ingredients, organic dairy, French butter, and nitrate-free meats. While not all locations will serve beer and wine, the Marina location is holding onto E'Angelo's license, and plans to offer a mix of French and American wines, as well as local beers.



Display cases Italia model chosen

All locations will be designed by Nina Sobinina, and will incorporate a glamorous French feel with glass display cases, globe-shaped chandeliers, and large tufted chairs. The Marina shop will seat approximately 32 patrons, and will offer free wi-fi and a handful of outdoor tables in front. "We're aggressively targeting locations with high foot traffic," says Gaffney, who's already lined up third and fourth outlets in Mountain View and Livermore, and says she's also seeking more locations in SF proper. Other targets include College Ave. in Berkeley, University Ave. in Palo Alto, Burlingame, Menlo Park, Los Altos, and eventually, an expansion to Los Angeles.

Regardless of the occasion you are sure to enjoy a flavorful, satisfying meal or snack free of GMO's, pesticides, hormones and nitrates. Let them welcome you as their guest and take the worry out of your day. They will attentively serve you food and beverage of only the highest quality with sincerity and gratitude.

What sort of escape you will choose for yourself? Will you close your eyes and allow your mind to wander, your stress wafting away like steam off of your cup of fair-trade coffee? Maybe you'll catch up with friends or family on the latest occasions in life? Perhaps you'll find a moment of romance, reflective of the Pont des Arts and Cadenas d'Amour in Paris?

Please follow this wonderful chain at www.lapanotiq.com

Baker opens store for Gluten-Free goodies

By Rick Allen

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Developing tasty foods for people who are gluten intolerant, or gluten sensitive, has been one of the hottest trends in food service for a number of years now.

Once just a small display in niche shops such as Earth Origins, nowadays an array of gluten-free products occupy space on shelves in Wal-Mart, Winn-Dixie, Publix and other mainstream grocery stores. More and more restaurants also are offering gluten-free options.

But fresh-baked gluten-free products have remained, for the most part, elusive; after all, how can you bake bread or cookies without flour? And what's flour but a medium for the gluten protein? As we all know, anyone with a known sensitivity who eats it anyway is a gluten for punishment.

Sorry, couldn't resist

For years now, B.J. Whitaker has been a cottage baker, baking goods in her home kitchen to sell at The Villages and Ocala farmers markets on Saturdays. One day, she said, she was challenged to come up with baked goodies the gluten-sensitive could eat.

"I started with peanut-butter cookies," she said recently, standing in her newly opened shop, SaraFay Farm at 2513-A NE Third St., Ocala. "The recipe I had was an easy mix. Well, they were a hit. I kept getting more and more requests."

She ultimately developed an array of gluten-free goodies — cookies, breads, brownies, seasonings, croutons, even cake-pops — that now are her primary stock and focus.

"I still do some regular breads. I have customers who want it," Whitaker said. "I used to bake that one day a week; now it's down to about once every three weeks." The new shop is small, in the plaza a few doors down from Honey's School of Dance; there's a table, a shelf, a counter and a small refrigerated display case. But when your product line is understandably limited, how much more space would one need?

The SaraFay hours are limited, though: 11 a.m. to 2 p.m. Wednesdays, Thursdays and Fridays.

Much of what she offers now is gluten free, but Whitaker also has been expanding her line to meet such other dietary regimens as vegan, paleo and now ketogenic — a high-fat, low-carb diet typically suggested to treat epilepsy in children but apparently now is gaining traction among those dealing with cancer, too.

Whitaker said she wasn't totally unfamiliar with gluten-free food preparation. Years back when she was a server at a Belleview restaurant, she was the one who was always called upon when a customer required special attention.

"But I made people happy," she said. "If they needed gluten-free, I made sure they got gluten-free. If there was some other special requirement, I went back to the kitchen to make sure it was done for them."

A customer gave her a list of what was considered gluten-free; that was 10 years ago. She's been improving on that list ever since. As she talked, Eric Eining walked into the small shop. "Glad you're finally open," he said.

Eining explained that he had been put on a very strict diet recently: no sugar, no carbs, no dairy, no honey. Sure, he said he'd lost 42 pounds in two and a half months, but finding food meeting his strict diet was challenging. Whitaker pulled out a loaf of ketogenic bread and handed it to him. He examined the label.

"Wow," he exclaimed, "I can have that. This is awesome." Whitaker said most of her customers want these baked goods not because they simply want to lose weight, but "they do it for medical reasons, health reasons. They want certain things, so I go home and figure out how to make it."

She and her husband, Mike, still take SaraFay goodies to the farmers markets in Ocala and The Villages every Saturday morning; she to one and he to the other. They swap every week, she said.

But this small shop is something of a dream come true. For one thing, it means her home kitchen isn't always baking central. And there's a lot more storage.

"I feel great, I'm finally here," she said. "This has always been a goal."

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B.J. Whitaker shows some of her gluten-free goodies at SaraFay Farm in Ocala.
Alan Youngblood/Staff photographer