



MISSISSIPPI
MUSEUM of ART



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Media Contact:

Stacy Clark

Director of Marketing at the Mississippi Museum of Art

sclark@msmuseumart.org

601-965-9916

LA BRIOCHE PATISSERIE TO OPEN SECOND LOCATION AT THE MISSISSIPPI MUSEUM OF ART

Opening day: Friday, February 16, 2018 at 11 a.m.

Hours of operation: Tuesday-Saturday; 8 a.m.-3 p.m.

Physical Address: Mississippi Museum of Art, 380 S. Lamar St., Jackson, Mississippi 39202

Call-in ordering: 601-965-9900

Jackson, Mississippi – February 8, 2018 – The Mississippi Museum of Art and La Brioche Patisserie announce the opening of **La Brioche at the Museum**. The opening of a second location at the Museum marks a significant moment of growth for the family-owned, Fondren-based, French-style bakery.

“Opening a second location is the natural next step for us. Opening that location downtown, at the Museum, is in line with the core principles of our business. We believe that downtown Jackson has a lot of potential, and there’s been a great effort by many entities in the last several years to revive it. We want to be part of that effort, as we believe that a city needs a vibrant center to reach its full potential,” said La Brioche co-owner Patrik Lazzari.

“I could not be more thrilled that La Brioche accepted our invitation to become the Museum’s in-house dining and catering partner,” said Museum Director Betsy Bradley. “Their unwavering commitment to creating exquisite cuisine of the highest quality complements perfectly the memorable and enriching experience the Mississippi Museum of Art strives to offer each of our guests.”

Opening day for La Brioche at the Museum is Friday, February 16, at 11 a.m. Its hours of operation are Tuesday through Saturday from 8 a.m. to 3 p.m. The transition in dining service will result in a slight change in the Museum's hours of operation Tuesday through Saturday. Beginning Saturday, February 17, the Museum doors will open to the public at 8 a.m. to accommodate La Brioche's breakfast service. The galleries, however, will remain closed until 10 a.m.

Beginning at 8 a.m., La Brioche will offer a selection of ready-made sweet and savory breakfast items. At 11 a.m., a made-to-order lunch service begins, offering a selection of sandwiches, salads, and soups, along with many of its popular desserts. The Museum location also will serve a full line of gourmet espresso and coffee beverages throughout the day and will be open late on occasion for special Museum events.

"The Museum menu will feature many of the popular pastries and delicacies we offer at our Fondren location—French macarons, alfajores, croissants, petits gateaux—but the Museum location will allow us to offer savory items from our catering menu that we don't have the storefront real estate to offer at our Fondren location," said La Brioche co-owner and General Manager Cristina Lazzari.

"We are very excited about our partnership with the Mississippi Museum of Art. We see ourselves as creating culinary art through our desserts and pastries, and what a better venue to showcase them than in a museum? We love the architectural attributes of the building itself and surrounding views of The Art Garden. I feel that the Museum's mission, environment, and the art showcased there will inspire us to create artistic desserts and pastries unique to the Museum menu," said La Brioche co-owner and Pastry Chef Alejandra Mamud.

In addition to offering daily fare to Museum visitors and downtown Jackson diners, La Brioche will handle all catering for breakfast and lunch events held at the Museum. "We are delighted to be able to offer our private event clients the wonderfully decadent menus created by La Brioche. We feel that their culinary offerings are a fabulous fit for our beautiful venue," said Director of Museum Events Shelley Yates.

About La Brioche Patisserie

Family-owned La Brioche Patisserie has operated in the Fondren District at Fondren Corner in Jackson, Mississippi, for more than three years. Alejandra Mamud and Cristina Lazzari, sisters from Rosario, Argentina, were living in Miami when they decided that Mississippi was the perfect place to follow their dream of organic farming. Together, with their mother Maria Maya, they began one of the first certified organic farms in Mississippi. Combining her love for both arts and sweets, Alejandra decided to study at The French Pastry School in Chicago, where she studied under Chefs Jacquy Pfeiffer and Sébastien Canonne, M.O.F. She continued her work under the guidance of master bakers and world-renowned pastry chefs at various hotels, restaurants, and bakeries in Chicago. With Cristina having gained experience working in coffee and pastry shops all over Europe, the sisters set out to create a place where they could share their cultural experiences with Jackson. Along with their mother and Cristina's Swedish-Italian husband, they started selling

Alejandra's creations at the Mississippi Farmers Market in 2013. After developing a loyal following, they decided to call Fondren "home" by opening their storefront in 2014. www.labriochems.com

About the Mississippi Museum of Art

The Mississippi Museum of Art, in Jackson, is the largest art museum in the state. The Mississippi Art Association, established in 1911, was the precursor to the current Museum, founded in 1978 as a community-supported institution. The Museum's permanent collection includes paintings, photography, multimedia works, and sculpture by Mississippi, American, and international artists. The Museum offers year-round educational programs for both children and adults. The Museum has 31 affiliate museums across the state that benefit from the loan of artworks and traveling exhibitions organized by the Museum, ensuring that those who cannot visit Jackson can still enjoy the state's rich cultural history. The Mississippi Museum of Art and its programs are sponsored in part by the City of Jackson and Visit Jackson. Support is also provided in part by funding from the Mississippi Arts Commission, a state agency, and in part by the National Endowment for the Arts, a federal agency. Museum hours are Tuesday through Saturday, 10 a.m. to 5 p.m. and Sunday, noon to 5 p.m. www.msmuseumart.org

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