

THE SOCIETY

issue 1

A NIGHT
AT OAK
LONG
BAR

BOLD
BEAUTY
CHOICES

JORDAN
BETTEN

BOSTON'S
FRENCH
SOCIETY

WHY HE'S COOLER THAN YOU.
AND YOU. AND US.



Breaking Bread

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Thank God the low carb craze is over. Because I really, really like bread. As does pretty much the entire world. When I'm on a diet, I'm not thinking about the steak topped with blue cheese and sauteed mushrooms, or even dessert. I'm thinking about the warm, crusty bread lying snug in a basket in front of me, seductively calling me by name.

Just one hour's drive from Boston, in the quaint Cape Cod town of Hyannis, you'll find a hidden gem. Tucked away on a small side street, barely visible from the main thoroughfare, sits Pain D'Avignon. Its simple exterior and modest sign greet you as you pull into the parking lot, before a waft of warm, yeast-filled air hits you upon entering the café-style restaurant. Black-and-white décor with a pastry and bread counter on the left is complemented by a small bar in the center and ten tables on the right. Once seated, the menu reveals offerings of handmade breads, zesty Parmesan crisps, sweet biscotti, rich

All-natural, crusty and beautiful, this just might be the best bread you've ever eaten.

By Samantha House

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cheeses and much more. Locals swarm, gathering fresh bread—above all—peppering their orders with treats they have come to love in the 20 years that Pain D'Avignon has occupied the space. In the evening, the café is transformed into a Parisian bistro and welcomes a well-heeled clientele craving delicacies like grilled octopus and fresh pasta.

This is just a small part of what they do. At its core, Pain D'Avignon is in the bread-making business. A window in the back reveals a bustling 16,000 sq. ft. factory filled with more than 100 employees, all kneading, shaping and baking European-style bread for thousands of restaurants, hotels and chefs. With clients such as the Museum of Fine Arts, Top of the Hub and Air France,

Pain D'Avignon is the go-to baker for the bread-obsessed. Each morning, a crew begins crafting the first half of the day's bread—all of which is sent to restaurants and stores in New England. In the evening, another crew takes over the laborious task of filling the remaining orders. In the wee hours, the bread gets delivered to arrive only hours old at the doors of happy customers. Since the



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bread is made daily and does not contain preservatives or artificial ingredients, its shelf life encourages fast consumption of the delightfully decadent loaves—of which we are all too happy to oblige.

If you can't make the trip to Cape Cod, sign up for the bread of the month club with the option of a three, six or twelve month membership.

PAIN D'AVIGNON

15 Hinckley Road, Hyannis,
508-778-8588.

paindavignon.com

