

ATLANTA HOMES & LIFESTYLES

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YOUR GUIDE TO
PLANTING
A KITCHEN
GARDEN



CHEF/OWNER ALON BALSHAN OF ALON'S BAKERY AND MARKET

NEW LOCATION BRINGS OLD WORLD BAKERY CHARM TO PERIMETER HUB

As a teenager in Tel Aviv, Alon Balshan loved academic experiments and art, and had a natural sense for details and great flavors. He creatively transposed his technical and artistic skills into baking food, and a true culinary talent emerged. Alon gravitated toward pastries and breads as he progressed through culinary school, then positions and travels throughout Europe, New York, and ultimately Atlanta. After serving as Pastry Chef at the popular Murphy's in Virginia Highlands, he opened his first namesake Alon's Bakery and Market in 1992 in the same cache neighborhood.

Alon's Bakery and Market has become synonymous with that special selection of in-town eateries that garner attention from foodies in-the-know. The immensely successful and charming concept has now opened its second set of bakery doors across from the Perimeter Mall. The open kitchen, full service gourmet bakery features classic European-style breads and pastries, desserts, chocolates, gelatos, artisan cheeses, wine, kitchen accessories, as well as prepared foods (including salads, paninis, bruscetta, and traditional sandwiches). A few of Alon's personal menu favorites are *Semolina Bread with French Epoisses Cheese*, *Brisket with Parsnip Mashed Potatoes*, *Napoleons*, and *Pistachio Gelato*.

The new Alon's location is faithful to the dynamic approach and heart of the original Virginia Highlands site, and even has a few new perks. The 11,000 square foot space is significantly larger, as it incorporates indoor and outdoor dining, a beer and wine beverage bar, an exposed rotisserie imported from France which prepares intensely flavorful chicken, plus there is a uniquely designed chocolate room with advanced refrigeration. Catering services are provided and cooking classes will soon be unveiled.

Alon lives and works hand-in-hand with his wife, Janine, and their daughter, Lily. In his leisure time, this official international "Chocolate Ambassador" enjoys traveling, photography, and picnics!

A little secret from Chef Alon? "It's called moderation. Everyone should partake in the euphoric flavors of gourmet bakeries. The French are renowned as leading food and wine authorities, yet they are rarely overweight! There's a difference between eating too much and eating great. Moderation—that's the key."

