

LA Unscripted | August 7th, 2023

From hotspots to hidden gems It's your guide to all things local The L A unscripted way and tonight we're baking up a brand new special all about bread Oh if you could smell this not too long ago if you utter the word bread in So how you hear audible gasps from carb counters but not anymore Hello and welcome to L A I'm De Andre is on the rise as a beloved food group Thanks to places like this appropriately called bread In fact it's a business that brings in lots of dough I think bread is trendy again and we've been lucky to sort of be here doing what we're doing at this time Oh my God I'm actually shaking This is so good This is delicious Oh my God If you can eat good products you'd be surprised you can eat bread as long as it's a high quality bread Hi I'm Johnny Lofranco Hi I'm Jan Giggle Welcome to bread So people may have been eating your bread all the time and not even knowing it because you're in lots of restaurants Yes we are in restaurants in Los Angeles and Orange County John and Vinnie's Yes Uses our bread for their bruschetta We also are in Jai ho cheeseburger Marche Odin uses this fantastic multi grain epi for their table bread So how did you get into bread My dad had a dream of building a bakery and bringing fresh bread to the people He was raised in Rhode Island Italian American family He opened his own bakery and then sadly passed away in 2001 and I got into it in 2008 So have you been baking bread your whole life Yes Yeah For the last 40 years Jane Guon is my partner and the head baker here at Breda Artisan Bakery Ok So everybody said we have to try this Now what is this called So this is a queen a queen almond almond almond Yeah Queen Ammon So Kuc will be a butter cake Oh so it's made with butter sugar And this is a birthplace where you're from From Brittany He had been created back in 1800 It was a mistake Actually baker from Italy His bakery was so busy but he ran out of pastry and tried to create something new with the ingredients that he had Oh so boring and crispy but soft and melted inside Oh I'm so good I would like for people to be able to access the kind of bread that they can on a daily basis in Europe The best place to find our bread is at farmers markets on the weekends at other locations you can find on our website at bread A dot com All right What are we doing here So now we're gonna divide the dough to make the baguette Ok But we're gonna say ok Ooh that's all dough Wow That looks like me in a bathing suit and then we're gonna shape it Oh that's some fancy finger work right there Can I just say right now look how perfect his looks His baguette Mine looks like a trout So these are going to go in the

oven and while they bake you know we have to do that Cheers you guys tasting that brand I can still taste it And now it's time to butter up a new favorite in So the biscuit Olivia Day for to bring you what she calls the best biscuit sandwich she's ever eaten Oh my God So this is where the magic happens We're in the kitchen What are we gonna make Biscuit And bean is a uh concept where we are making uh fresh homemade biscuits and biscuit sandwiches You know the expression biscuit for the biscuit I'm pretty sure these are the biscuits they're talking about So I'm gonna risk it Originally Biscuit and Bean was founded by Ben Labe And um in about 2014 the original store was in Ballet Washington and I reached out to Ben and thought this would be an amazing you know concept for Los Angeles The center focus is the biscuits So it's kind of unique biscuits Always been a side dish and we're putting it in the forefront order up So this is the biscuits and gravy which is pretty standard when you think about biscuits But look at this guy right here This is the signature Look how juicy that egg is Come on I think it has a home flavor like grandma making biscuits a Sunday breakfast a hearty meal I'm not even joking This is the best breakfast sandwich I've ever had in my life Co coffee is our roaster from Seattle and they have roasted coffee for the last 25 years So we do do pour overs if you like a more esoteric way of making coffee it's all hand done Everything is weighed and there's a lot of love in that cup What is the secret to making the best fit in L A Well um cold We need cold cold butter number one and then number two layers and building the layers upon layers and having patience with the dough My wife and I uh live in downtown Loss Angeles Uh So we love Dodger Town We thought that this would be a great community because it's it's so diverse and uh we love the community here This everybody's walking everybody out and about uh we're obviously on Sunset Boulevard So it's a famous route 66 Uh So that's exciting I think our major competition is the bagel you know and I think L A has always kind of been a bagel town So we're trying to introduce a competitor where we can have a platform for our food uh in a biscuit form which is a crispy on the outside and flaky on the inside You know I'm a southern girl and I love a good biscuit I also love a good bagel and in this town finding the perfect bagel is more highly debated than a presidential candidate But there is a constant winner in the bagel biz ever since 2015 Let's slice it up with the yeastie boys Ok If I've heard it once I've heard it a million times Everybody is talking about this Yeasty Boys bagel truck I'm just deciding what I want here Let me see The rubenstein looks good It looks pretty good This man see you see white our bagel is basically your

quintessential New York bagel It's very doughy very soft It has a nice little chew to it but it's not too rough That's a good sized bagel but we do it L A style with our truck So it's like you know and we we pile it high with anything you can imagine There's the pastrami that they spend 30 hours making It's a custom brine custom smoked custom rub So we're here in West Hollywood on Melrose Place and this truck's here pretty much all the time You can find us Wednesday through Sunday 8 to 2 And you've got some other locations We got Los Feliz we got Venice we got Studio City we got arts District we got Silver Lake We're packed man Oh my God The yeast is the yeast is rising ever since I was you know uh probably 15 You know I had my first restaurant gig but it was like survival for me I never considered it something as like a creative outlet I picked bagels because obviously I'm Jewish I've been eating good bagels my whole life and I felt there was a uh a way for me to communicate be creative through bagels It fit my personality and my vibe instead of butter on the grill we use mayo OK Mayo is a secret That's our secret on the grill We picked a food truck uh out of necessity So we did Coachella in 2014 Essentially What happened was we wanted to just keep building off that hype that we got during that period of time That was eight years ago Were you surprised at how people have embraced you in the Yeastie Boys truck Because like you said you're renting it out all the time to celebrities I always knew that uh I I had something here but to the extent that like you know I turn on TV the other day and like Seth Rogen's eating like our bagel on his show We do a lot of studios We do a lot of activation My favorite obviously was Curb Your Enthusiasm celebrity wise the Billy Crystals Diane Keaton's kind of tell me a little bit about your menu and where you came up with the names the names were sort of just like jokes in a way Like Chetty Wop is sort of a play on Fetty Wap the Wrapper And then Birdman's obviously an amazing rapper when we created the game over which is in my opinion like the whopper of Easty Boys the game over is was so massive and it's so full of cheese that it's like lights out when you're done So I'm like a game over Can you guys teach me to make one of these bagel sandwiches 100% Look at how tall this sandwich is This is probably let me just show people this is probably 45 inches tall Oh wow I I mean honestly I was expecting this to be good I fully was not expecting it to be this good about OK I've worked in the kitchen now for a bit I've made some sandwiches I think I'm ready to take some orders You want a Chetty lab Oh My God Look at this thing That's good work That's very good work We are turning up the oven temperatures and giving you just what you need it get it

needed when scripted bread Bonanza continues Welcome back to scripted from bread in Santa Anna and what do you say We roll out another spot worthy of a toast by the way don't I have a nice RJ S uncovers the bakery and cafe that's given vegans just what they needed needed I'm ready to make a mess Yeah great I'm excited I'm excited for you to make a mess Just what I needed is a all vegan cafe and bakery We started right in the middle of the pandemic in 2020 And now we've expanded from cinnamon rolls and Thai to bagel sandwiches biscuit sandwiches Happy hours We kind of are like a hub for the community Our new oven she's electric Her name is Cherry She comes from Texas We bought her on ebay We love her My whole family bakes we love baking We're polish and Mexican and a little Italian And so just like that as a baking culture is huge bread cinnamon rolls all that stuff is just already like ingrained in our every day So are some of these family recipes um adapt did my grandma loves making like this braided cinnamon bread It's like less involved but that's adapted into our cinnamon rolls How proud would grandma be of you now seeing that you've created this business and you are like continuing on in the tradition of baking in the family I mean she's so proud She's she's amazing and she's so funny because she'll try something and she'll be like pretty good I think what a woman of color who's L A native kind of brings to the table is like this unique connection to the people that are coming in to the people that work here I think that having women in our kitchen I feel like it's sort of kismet working alongside a lot of women It's incredibly fulfilling It's amazing to see what these women can do The work ethic is absolutely insane Am I even close I mean it looks great I grew up really close Uh I grew up in Echo Park and traditionally this is like where you would go in high school for a warehouse party or you'd walk the L A river and find old bowling balls Like it was just kind of this weird I don't wanna say place for teenagers but that's kind of how I interpret it I mean I'm incredibly grateful It's insane to see something that was just kind of a shell with dirt and then you built everything It's all because of our community who shows up everything is vegan We do pop tarts a lot of the times our pop tarts reflect what's happening in the world So either politically or I don't know just general feelings we put on pop tarts And I think that's where we found our community That's when I knew that like oh wow the people who are following us and interested and I feel like that was the moment I had some sort of trust and then I was able to feel like ok cool I can speak about these political things All right So you're gonna grab your bottom and you're going to brush this and then you're gonna crimp the sides We're getting

adventurous and dip it in Oh my intuition is just to make a mess and then still eat it I think it's getting worse I think it actually looks good Yeah Ok Let's go Oh yeah Sprinkles in the hair That's it Who cares It is good All right It will be back with another vegan spot and a muffin the size of my head and that's big because I have a large head led red tacular will roll on in just a moment Oh you guys I've been like bread heaven I'm surrounded by carbs Welcome back to Unscripted Flower Fantasy from Bread and Artisan Bakery in Santa Anna And I'm going to low off for a minute No just kidding But look at this bread You guys are still warm from the oven But isn't this like art All right Let Olivia now reveal another vegan spot that's filled with gooey goodness Kind of like the chocolate in this croissant One of my favorite things to do on the weekends is go to farmers markets and I went to one this past weekend and had literally the best cinnamon roll of my life and they were vegan So you know I had to come talk to him this one looks better She's learning You just go nice and gentle So you don't squish the dough Oh I see you You get to see that nice spiral that you work so hard to make So look how perfect that is That is that one does look better That was amazing There's something that's really nostalgic about a cinnamon roll and so many people really connect to them They've eaten them when they were kids they baked them with their family or with their grandparents And it's also kind of something that's hard to find if the mall is the best place to get a cinnamon roll I'm like I think maybe we can offer some other options Goy Center bakery is um my dream to bring the best cinnamon rolls to Los Angeles Mine are super fluffy really gooey filling just the right amount of frosting That's not too sweet and they're all secretly vegan I don't really advertise them as such as vegan cinnamon rolls And so when people try them they assume that they're not vegan Um And sometimes I end up telling my customers like hey did you know what you just ate is vegan and their mind is blown I love the farmers market scene here in L A and kind of an extension of that is also the smaller food festivals that happen all the time And I think we're really lucky to be in Los Angeles to have that I connect with a lot of other bakers online through Instagram and tiktok And I know that in other parts of the country there's like maybe one farmer's market a week in their small town and that's it And here I I couldn't go to all the farmer's markets if I tried And so again I feel a lot of um gratitude for having that opportunity here in Los Angeles And I also think there's a really strong history of street food and street vendors here in L A That is a big part of the culture of the city I love being at these events where other street food vendors are All right

Christopher as they say this is where the magic happens Let's make some cinnamon rolls I'm ready So what do we do So this is the dough sheet So it's gonna help us roll out the cinnamon roll dough for us OK Pull the lever Crunk OK Now you gotta pull it back the other way before it goes 00 afternoon I'm gonna scoop out a little bit of butter for you Thank you I eyeball this I know exactly how much this is kind of OK It's more this is more the secret ingredient part Yeah because you just know some things you just kind of have to know I used to measure I don't have time for that No we don't have time for measuring We eyeball it just like your grandma Exactly I start at the end and I tuck this in and roll it over and then you just kind of keep doing that Go back down that line you made Oh my gosh That looks good to me Final product straight from the pan You ready Yeah Oh my God Cheers Cheers Olivia said those cinnamon rolls just melted in her mouth OK Speaking of melting in your mouth I've never really thought of bread is art But can I just take a second Look at these creations here Is that unbelievable OK Hold on Not even done yet Look at this And by the way I said it's warm but it's like almost like a baby Like you need to swaddle it It's so amazing And I'm getting off topic but we've got even one more sweet spot to cover in our car is special and it's a monster of a story kind of like this low Get ready for some of the biggest muffins you've ever seen scrolling through Instagram And I kept on seeing all these like cookie videos and all these brownie videos and they had crazy engagement and I thought I don't think I've ever seen anyone do anything with muffins We started baking and doing some recipes and giving it to our friends and family and it kind of took off from there Yum Yum Not only do we have big half pound muffins we have mini muffins and we even have medium sized muffins which are kind of your traditional size muffin but we also have cookies brownies bagels dog treats uh cupcakes coffee juices Um So we really try to have a full bakery concept in here We started cooking in 2019 right out of our kitchen and couldn't keep up with demand So we decided that the brick and mortar was the best decision for us It really was 100% through Instagram So my wife Christa is the baker um and she's been doing it for about five years So we're gonna be making our pop tarts which is probably one of our most popular products Basically Um we go ahead and make the dough and the key about pop tarts is you have to keep them cold So basically what we do first is just brush it with a little bit of egg wash Ok So now we're going to fill that I know this is the funnest part So I'll show you to put in quite a bit and then what you're going to do is just kind of press the edges just slightly And that really just

like um seals the pop tart I mean it's an awesome feeling just from the support and I think it speaks volumes on the community in Huntington Beach We have some really loyal fans we baked it we glazed it we put the sprinkles on and now it's time for the taste test This is my first ever time tasting a homemade pop tart Oh remember they ship and deliver Life's nothing without muffins Let's go No wrong way All right we are at a time No need to be sour So get it All right Thank you so much to re here in Santa Anna for hosting us and thank you for sticking around while I consumed all of these calories I am headed out to go do some delivery so I'm gonna roll out here