

FOOD NETWORK

SWEET SUCCESS

For the San Francisco-based bakery Tartine, this month's debut of its monumental Manufactory marks the beginning of a major expansion. Next up: L.A.

BY GABE ULLA
PHOTOGRAPHY BY KYLE JOHNSON

IT'S ABOUT KEEPING it simple," says pastry chef Elisabeth Prueitt when describing Tartine Manufactory, a 6,000-square-foot space in San Francisco's Heath Ceramics building that will house a restaurant, bakery, ice cream station and coffee shop. Given the scope of the endeavor, it's easy to question its simplicity. But Prueitt knows a thing or two about feeding people in the Bay Area: In 2002, she and her husband, Chad Robertson, opened a modest bakery on Guerrero Street named Tartine. In the years since, the exceptional quality of Robertson's breads and Prueitt's confections has made it a sensation. Now the duo is not only launching San Francisco's Tartine Manufactory—set to open in the Mission District in early August—but also planning an even bigger outpost in downtown Los Angeles, which will debut in late 2017.

Prueitt and Robertson started working on Tartine Manufactory in 2014. A year ago, they explored a merger with another Northern California artisanal titan—Blue Bottle Coffee. The idea was to cross-pollinate and expand across the globe. But within months, the partnership fizzled. Both sides issued a statement in December 2015 that expressed how "remaining separate companies makes the most sense." From the moment the Blue Bottle plans dissolved, Prueitt and Robertson went full throttle on the Mission project.

Designed by the L.A.-based studio Commune, the Manufactory celebrates the handmade. "It's right in the name," says Robertson. "Two-thirds of the industrial space is devoted to food preparation. "The point is for you to be able to see the process behind everything," says Roman Alonso, principal at Commune. "You're eating inside a factory, but it should be an elevated experience." Achieving that came down to the details and finishes: patinated metals, Noguchi lamps, Douglas fir wood and custom clay tiles that Heath Ceramics (the San Francisco-based design company whose tile factory is in the same building) produced specifically for the project.

Tartine Manufactory is the kind of company that Robin Petracic, the owner of Heath Ceramics, was >



PERFECT PAIR
Elisabeth Prueitt and Chad Robertson, the couple behind the Tartine Manufactory, in front of their Heuft thermal oil oven.

hoping would occupy the space. He's spent the past four years making sure the building's tenants share a commitment to craft. "The Heath Building is a far cry from the factories of old, but we want to celebrate rather than hide what manufacturing still goes on in the Bay Area," Petravic says, pointing out that Small Trade Company, whose studio is on the second floor, makes the aprons for Tartine Manufactory's staff.

While the Manufactory consists of many moving parts, the aim is to make the experience as straightforward as possible for customers and to create the shortest possible distance between maker and user—from the farmer who delivered the grain to the person buying the bread. During the day, guests can stop into the 120-seat space for sandwiches, wholesome dishes and pastries. "We want to make the absolute best version of these basic items," says Robertson. "At lunch, I always find myself craving just a bowl of broth with beans and greens and a hunk of bread. It's surprisingly hard to find." Tartine Manufactory will offer similar dishes, which guests can eat in the dining room, as well as ready-made meals that people can quickly pick up.

In that same spirit of efficiency, breakfast and lunch services will avoid *à la minute* cooking. "We'll always have some roasts, porchetta, vegetables and salads coming out of the kitchen—things you don't need to make to order," says Prueitt. She and Robertson have hired chef Sam Goinsalvos, an alumnus of New York's bustling Il Buco Alimentari e Vineria, to run the savory operation.

At dinnertime, "we'll go full-on, with liquor and waiters," says Robertson, whose daytime baking area will serve as a kitchen at night. Prueitt will oversee the sweet side of the menu, putting her touch on standards such as blueberry crisps and sundaes. To encourage sharing, the kitchen will use custom-made, heat-resistant clay pots that can be placed on the stove and then dropped on guests' tables. "It should be about fun," says Prueitt, who pictures a stream of activity, with items popping on and off counters and diners passing around pots and plates. Prueitt will also unveil Tartine Cookies & Cream, the ice cream she's been tinkering with over the past few years. "We're going to



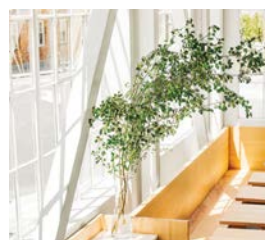
THE CRAFT OF COOKING
Above, from left: The Small Trade Company studio, where the Tartine aprons are made; a banquette in Tartine Manufactory.



SAN FRANCISCO TREATS
From left: Dishes from the Tartine Manufactory cafe; Tartine Cookies & Cream served in custom Heath Ceramics bowls.



THE ART OF IT ALL
Artist Matt Dick's Small Trade Company studio, one of Tartine Manufactory's upstairs neighbors in the Heath Ceramics building.



BAKED GOODS
From left: Peach pie with *fior di latte* ice cream; tabletops in the Manufactory.

use water buffalo milk and Jersey cow milk to make soft serve and a gelato-style ice cream that's ultrasmooth," she says. Prueitt wants people to instantly detect the ingredients in the ice cream they're tasting: "It baffles me how so many places make stuff that doesn't have strong, fresh flavors." The ice cream, which they will serve in bright Heath Ceramics bowls, will be made from milk delivered fresh to the Manufactory each morning. "I don't think I've seen any place that does that," she says.

According to Robertson, the Manufactory's appliances—from the Heuft oven to the dough mixer—are new to both the Tartine team and the West Coast. The Heuft oven uses thermal oil that's extremely heat retentive. The dough mixers feature built-in computers that record data on energy revolutions and resistance. He describes how "we'll be able to try things out and, when successful, send that information to other Tartine Manufactories so they can replicate it."

Robertson's breads will now be available throughout the day at both locations. (At the original Tartine, it was available only after 4:30 p.m.) All of Robertson's bread making is now moving to Tartine Manufactory—with over seven types of wheat and rye grains milled daily right across the street—while the flagship's production will shift further in the direction of a patisserie.

Tartine Manufactory will also be a testing ground for products that Prueitt and Robertson want to widely distribute, including the ice cream and a new line of coffee produced in collaboration with Chris Jordan, an expert in sourcing specialty beans. "Chad and I have always found ourselves saying, 'Can't we make something with shelf life?'" says Prueitt. "We'd prefer that to opening 20 cafes."

The opening of the Manufactory marks Prueitt's return to the Tartine operation. After helping put the bakery on the map in its early years, she spent most of the past decade at home, caring for the couple's 9-year-old daughter, Archer, who has cerebral palsy. This is the first big step in a project whose ambition requires both Prueitt's pragmatism and Robertson's tendency to dream. "We work best when we divide and conquer," says Robertson.