

bakery profile



TATTE TAKES OVER



OVER THE COURSE OF JUST A DECADE, TATTE BAKERY & CAFÉ HAS GROWN FROM A HOME KITCHEN OPERATION INTO A FAVORITE PURVEYOR OF PÂTISSERIE IN BOSTON, MASSACHUSETTS

BY TERRENCE DOYLE
PHOTOGRAPHY COURTESY
TATTE BAKERY & CAFÉ

Tatte Bakery & Café is a micro-empire with 11 outposts snaking throughout the Greater Boston area of Massachusetts. It's the city's fastest-growing bakery and café—and for good reason. Take, for instance, Tatte's (pronounced like *latte*) Harvard Square shop at the heart of Cambridge, what founder Tzurit Or refers to as "the full Tatte experience."

On the first level (it's a large, sprawling location), customers shuffle across a graphic floor decorated with hexagonal tiles of white, black, and gray. White subway tiles line the walls, and the coffee bar tables are topped with white marble. It's a clean, well-lit prime backdrop for aesthetically pleasing, Instagram-ready photos. Behind the till, busy bakers mix batter and knead dough.

AS SEEN IN
BAKE FROM SCRATCH
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speed racks full of cooling breads and pastries. During the school year, as Cambridge erupts into a jostling college town, the second floor is filled with caffeinated students spread out at community tables with homework, cafés au lait, and empty plates scattered with the crumbs of just-devoured muffins and toasty paninis. The warm scent of freshly baked bread is a constant reminder that all of Tatte's tangy sourdough, rustic French baguettes, and tender challah pour out of this signature location.

Such is the romantic environment Tzurit has created with Tatte. And we haven't even gotten to the world-class pastry she's churning out. A self-taught baker, Tzurit delivers one of the most versatile, creative bakery menus in Boston. The breadth of her baking knows no limits. She rocks out on everything from the simplest of baked goods (her plain brioche is fluffy, buttery bliss) to the most advanced forms of pâtisserie (think decadent poached pear tarts and Belgian chocolate mousse cakes). Don't miss the Chocolate Rose. It's shaped like a morning bun, the interior of which is laced with a hot cocoa filling. Cut into the tightly packed scroll, and admire the swirling chocolate interior.

Tzurit's global palate and varied tastes come from her upbringing in Tel Aviv, Israel. Growing up, Tzurit functioned as her mother's helper in the kitchen, learning the intricacies of all manner of dough, from yeasted rolls to halva to piecrust. "One of my all-time favorite dishes to make and eat was the cheesecake," Tzurit says. "We used to make double the crust and topping we needed just for us to snack on; it was that good. Those same cheesecakes and yeasted rolls I made growing up are the ones we offer at Tatte today." Tatte also offers savory items reminiscent of Tzurit's homeland—cheese bourekas, Jerusalem bagels, fattoush, and one of the best versions of shakshuka you're likely to find: Enjoy dipping fresh baked challah into a slightly spicy tomato sauce spiked with bell peppers, feta cheese, and parsley, with eggs that poach directly in the sauce.



GO THERE

Tatte Bakery & Café

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But of all of Tatte's pastries, the croissant is perhaps the one that shines brightest. The bakery offers 11 different incarnations, with flavors ranging from monkey bread to pistachio. One of the bakery's most popular, the buttery Apple Croissant, recalls a crunchy, sugary bite of apple pie. You can tell from each bite that to make a Tatte croissant is a labor of love. To Tzurit, all baking is.

Opening bakeries wasn't initially Tzurit's plan. For more than a decade, she worked in film production. Tzurit says she moved to the United States in 2003 with every intention of continuing along that career path, but cultural differences and a language barrier proved daunting. So she started to bake.

She began baking in her home kitchen—for up to 20 hours a day—and sold her goods to various farmers' markets in Boston. After just one summer,

she opened the first brick-and-mortar version of Tatte in 2008 on Beacon Street in Brookline, less than a mile from the baseball mecca of Fenway Park. More than a decade later, Tzurit operates 11 Tatte locations in Boston, Cambridge, and Brookline.

Further expansion seems to be on the horizon for Tatte.

"Our mission is to inspire and touch every person, neighborhood, and city with the Tatte experience," says Tzurit. "Tatte provides so many people a sense of home, a place they feel they belong, a place they love sharing with their loved ones. It's magical."

For now, one must come to Boston for a taste of Tzurit's exquisite baked goods. But that might not be the case for very long. ■