

NEW YORK FEAST

COMING SOON

By [Alex Vallis](#) 50 minutes ago

François Payard Bakery Opens Next Month in Soho



Francois Payard Bakery A rendering of pastry chef Francois Payard's new project set for Soho in September 2010.

The great French pastry chef François Payard, who [pulled The Feast onto his motorbike](#) this spring for a harrowing tour of the city's best *macarons*, is almost ready to debut his second coming downtown. The sad closing of Payard bakery and restaurant on the Upper East Side last summer will be a boon to Soho shoppers by mid-September. That's when the pâtissier will open François Payard Bakery, FPB, at 116 West Houston Street, in collaboration with A Voce owner Marlon Abela.

Today's announcement brings new menu details as well: Flour for baguettes, grain, and raisin bread for retail will be organic. Caesar and Niçoise salads join a selection of soups and sandwiches made with the daily-baked bread, and of course there will be an emphasis on the pastry. In addition to Payard unveiling rolled cakes sold by the slice, his signature macarons should pique the interest of tourists and others uninitiated into the joys of pure chocolate or seasonal berry varieties. Payard plans to dabble in S'mores, Peanut Butter and Jelly, and Oreo flavors. *Mon dieu!* Sacrilege aside, we can't help getting excited about watching such colorful treats come down a conveyor belt in the glass-fronted kitchen.