

PARDON_{MY} *french*

PARDON MY FRENCH BRINGS A WELCOMED *JE NE SAIS QUOI* TO THE EAST VILLAGE

New Bistro Opening in March Offers Twists on French Classics

NEW YORK, NY – FEBRUARY 2015: On the coattails of the closure of East Village's beloved Casimir comes Pardon My French (103 Avenue B, 212-358-9683, www.PMF.NYC), a New York-style bistro from seasoned restaurateur **Mario Carta** and NYC newcomer **Antonin Brune**. After Casimir's long run, Carta is excited to bring a fresh, young and inspired team, who alongside Brune, will evolve the menu and build upon the existing culinary landmark. Offering twists on modern French fare in a Bohemian-chic setting, **PMF** is set to open its doors on **Monday, March 2** with Executive Chef **Yllan Laloum** at the helm serving up plates abundant with the *je ne sais quoi* you didn't realize you were missing. PMF aims to provide the bustling neighborhood with a nightly respite for dynamic cocktails and approachable eats as well as a buzzy weekend brunch offering.

Small plates run the show with big flavors readily in tow from Chef Laloum, a French native that moved stateside in order to share his culinary acumen with New York diners ready to soak up his new approach to French fare. Offering a non-traditional French menu, epicureans will be delighted with tapas perfectly portioned to share, including the **Acras de Morue à la Creole (\$12)**, creole style cod fritters with crushed jalapeno and sweet peppers, **L'os a Moëlle roti au Thym, (\$12)** thyme roasted bone marrow served with an authentic French baguette and accouterments, and **Champignon de Paris Farçis (\$12)**, Portobello mushrooms stuffed with goat cheese and quail eggs.



Mains are approachable and hearty, ideal both for sharing or self-indulging. The **L'Epaule d'Agneau Roti (\$28)**, roasted lamb shoulder paired with fava beans, peas and rosemary jus, classic **Magret de Canard en Tournedos (\$26)**, duck breast with dates and panisse, a Parisian chickpea fritter, or the **Tajine de Poulet (\$20)**, a slow roasted chicken with lemon confit and Niçoise olives offer authentic flavors and techniques from Paris all the way to the streets of Morocco. Seafood lovers can dive headfirst into the **Fruits de Mer en Cocotte (\$22)**, a shellfish cocotte with savory buckwheat galette or the creamy **Filet de Bar en Blanquette (\$26)** filet of sea bass in a creamy white sauce with sautéed vegetables. Pair with perfect sides like sweet and spicy **Honey and Tabasco Brussels Sprouts (\$8)**, **Homemade French Fries (\$7)**, **Creamy Polenta (\$7)** or **Parmesan Sage Gnocchi (\$9)**. End the evening with an assortment of sexy desserts made in house (\$7), like the **Banana Split**, with salted caramel popcorn, dry cacao biscuit, chocolate ice cream and caramelized bananas, or the **Poire Belle Hélène**, a traditional French dessert of poached Williams pears and chocolate sauce.

On Saturday and Sundays, Chef Laloum conjures up exquisite brunch offerings that play on tradition and will be effortlessly enjoyed alongside bottomless horseradish-infused vodka bloody Mary's and fresh squeezed orange juice mimosas with an entrée for \$24.95. Poached **Eggs Benedict** are made *Florentine* or *Scandinavian* style with the option of *Bayonne ham, sautéed spinach or smoked salmon atop toasted muffins* while hearty terracotta baked **Tunisian**



Eggs are served with a spicy tomato sauce, feta cheese and capers. If bottomless cocktails aren't your style, **Pardon My French** will offer unlimited coffee and tea with an entrée for \$14.95 in addition to more elaborate entrées a la carte like classic **Steak Tartare and Frites Maison** and a locally sourced **Charcuterie and Fromage Board (\$6 each)**. As the weather warms up, diners will be able to enjoy brunch and dinner in the blossoming garden behind the restaurant.



PMF will house three different atmospheres via the front room, main dining room and an adjacent speakeasy. Deep house music plays gently as you walk beneath prosciutto festooned from the ceiling toward the communal subway-tiled bar. Further back is the more expansive dining room, offering a sultry European feel with natural brick walls and wood tables sans cloths, enveloped in romantic, smoky lighting. The speakeasy bar is where patrons can sip on mixologist **Simon Sebbah's** thoughtfully crafted cocktails featuring house infused liquors and garnishes. Seating about a dozen imbibers at the handsome wooden bar, patrons can enjoy mixology-style cocktails (\$13) including



the **Rough Tell**, a combination of *Don Pancho Origenese 8 Year Old Rum, 20 Year Old Tawny Port, Luxardo Maraschino Liqueur and angostura bitters infused with cinnamon*; the absinthe ignited **Aviation** with *Monkey 47 Schwarzwald Dry Gin, Crème de Violette, Luxardo Maraschino and lemon juice*; or sip on a Parisian take on the paloma, the **Dirty Tale**, *fresh jalapeno, Riazul Reposado and fresh grapefruit and lime juice in a glass rimmed with spicy paprika and Himalayan sea salt*. In addition to creative cocktails, wines will be offered throughout the restaurant **à la ficelle**, giving guests the option to sample wines 'by the glass' and pay based on consumption by **PMF's** standard measurements – an ancient practice on the streets of France, but a fresh new concept for New Yorkers.

Pardon My French hours:

Dinner: Sunday-Friday: 4pm-12am; Saturday: 5:30pm-12am
Bar: Sunday-Wednesday: close at 2am; Thursday-Saturday close at 4am
Brunch: Saturday & Sunday: 10am-4pm

Pardon My French is a Cash Only Establishment

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For media inquiries about PMF, please contact KB Network News at 212-929-3455, or @KBNNPR on Twitter, Facebook and Instagram.