



Co.
RESTAURANT

2017 Press Kit

For media inquiries, please contact
press@sullivanstreetbakery.com

Jim Lahey, Owner/Founder



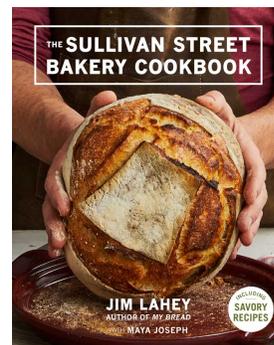
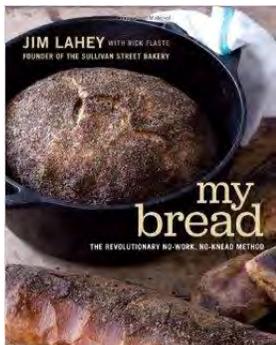
Jim Lahey studied sculpture before learning the art of bread baking in Italy. When he returned to New York City in 1994, he opened Sullivan Street Bakery in Soho with the desire to bring the craft of small-batch bread baking to America.

In October 2000, Lahey built the Sullivan Street Bakery headquarters in Hell's Kitchen, where he has become renowned not just for his bread, but for his Roman-style pizza, rustic Italian pastries and cookies.

Then, in 2009, he opened Co., his first pizza restaurant. Located in Chelsea, Lahey put his own spin on pizza while celebrating artisanal food culture and communal dining. The name is short for Company, a word whose Latin roots refer to the phrase "with bread."

Lahey, called "one of the most influential food figures in America" by *Bon Appétit*, and his businesses have been featured in *Vogue*, and *The New York Times*, and he has appeared on *The Martha Stewart Show* and NBC's *The Today Show*. His innovative no-knead bread recipe that ignited a worldwide home-baking revolution was first published in an article by Mark Bittman in *The New York Times* in 2006. This article became the basis of Lahey's first cookbook, *My Bread: The Revolutionary No-Work, No-Knead Method* (Norton, 2009), and *My Pizza: The Easy No-Knead Way to Make Spectacular Pizza at Home* (Norton, 2012).

Lahey expanded his footprint in New York City in July 2012 with the opening of Sullivan Street Bakery's second outpost in Chelsea, just a few doors down from Co. In 2014, *My Bread* was translated into Italian and Taiwanese. In 2015, Jim was the first recipient of the [James Beard Award for Outstanding Baker](#).



Follow Jim on Twitter and Instagram: [@jimlaheysb](#)



www.co-pane.com

Co. (pronounced Company) opened in January 2009 at 230 Ninth Avenue at 24th Street. The restaurant celebrates bread as the centerpiece of the meal and features a variety of pizzas, toasts and salads. Co., the restaurant, is a premium brand with an accessible price point. Its purpose is to celebrate food making, the communal dining experience and most importantly bread baking.

“Jim Lahey is one of the country’s elite bread bakers, so when he decided to open a pizza place, it was huge news...people can’t stop talking about the crust: Made with Lahey’s famous no-knead dough, it’s both chewy and crisp, and ever-so-slightly tangy.” –[Food & Wine Magazine](#)

“Pizza with a pedigree. The artisanal dough here is scorched authentically, and slightly radical ingredients range from zucchini blossoms to béchamel with caramelized onions.” –[Travel and Leisure, “America’s Best Pizza”](#)

“All of us in New York who thought owner Jim Lahey knew only about bread now know otherwise. His Margherita...is so delicate that you will be inclined to finish the whole thing and immediately ask for another.” –[GQ](#)

“Co. is at the forefront of the city’s artisanal pizza fixation...”
–Frank Bruni, [The New York Times](#)

“Just as Jim Lahey changed the face of artisanal bread-baking with Sullivan St Bakery, so he endeavors to leave his dough-driven mark on Co.” –[New York Magazine](#)

“The pies here live and die by Lahey’s famous no-knead pizza dough, which produces an exceptional firm-chewy crust.”
–[TimeOut New York, “Best Pizza in New York”](#)

“When the definitive history is written, Co. may be remembered as the site of the Chelsea Pizza Accords.” –[The New Yorker](#)

“It’s all about the ‘love of dough’ at this...pizzeria where ‘bread guru’ Jim Lahey serves ‘gourmet’ pies flaunting ‘innovative toppings’ and crust that ‘hits the magic spot between crispy and pillowy’; just don’t expect must ‘elbow room’ – this baby is ‘always busy.’” –[Zagat.com](#)

“Jim has been a wonder, and I’ve been a big fan of his for many years. I have to say that...Co. did not disappoint.” –Martha Stewart, [themarhablog.com](#)





www.sullivanstreetbakery.com

“Jim Lahey and Sullivan Street Bakery embody a back-to-basics classicism that prizes skill, repetition, and craftsmanship.” –[Saveur, “20 Great American Bread Bakeries”](#)

“*Pane Pugliese* (a crunchy, dark-brown loaf) and *pizza bianca* (an airy flatbread) are New York food masterpieces.” –[Bon Appétit, “The Top 10 Best Bread Bakeries in America”](#)

“Sullivan St became the name to look and ask for, and the bakery’s one retail outlet...became the place to go for the incredibly airy, oil-brushed, lightly salted *pizza bianca*, which is even better than that of the bakery in Rome’s Campo de’Fiori.” –[The Atlantic](#)

“The most extraordinary natural-yeast bread now being made in New York is at Sullivan Street Bakery – New York’s first true rustic Italian bread.” –[New York Magazine](#)

“The whole-wheat loaf is deeply flavorful, with a wonderful, crackly crust. It elevates even the simplest sandwich.” - www.marthastewart.com

Other Press for Jim Lahey and Sullivan Street Bakery:

The New York Times

NEW YORK, SATURDAY, NOVEMBER 2, 2007

THE MINIMALIST

Mark Bittman

The Secret of Great Bread: Let Time Do the Work

INNOVATIONS in bread baking are rare. In fact, the 6,000-year-old process hasn't changed much since Parfait made the commercial production of standard yeast rolls possible in 1859. The introduction of the gas stove, the electric mixer and the food processor made the process easier, faster and more reliable.

I'm not counting sliced bread as a positive step, but Jim Lahey's method may be the greatest thing since.

This story begins in late September when Mr. Lahey sent an e-mail message asking me to attend a session of a class he was giving at Sullivan Street Bakery, which he owns, at 158 West 47th Street in Manhattan. His wording was irresistible: "I'll be teaching a truly minimalist breadmaking technique that allows people to make excellent bread at home with very little effort. This method is surprisingly simple — I think a 6-year-old could make it — and the results are fantastic."

I got up a little later that Mr. Lahey, and we baked together, and the early lesson is that you cannot get your 4-year-old to work productively hard for you. The method is complicated enough that you would need a very ambitious 8-year-old. But the results are indeed fantastic.



Mr. Lahey's method is striking on several levels. It requires no kneading (Repeat, none.) It uses no special ingredients, equipment or techniques. It takes very little effort.

It accomplishes all of this by combining a number of unusual (though not unusual of course) but notable features: you'll need about 24 hours to create a loaf; time does almost all the work; Mr. Lahey's dough uses very little yeast, a smaller amount (you almost never see a recipe with less than a teaspoon), and he compensates for this tiny amount by fermenting the dough very slowly. He makes a very wet dough (about 40 percent water, which is at the extreme high end of the range that professional bakers use to create crisp crusts and large, well-structured crumb, both of which are evident in this loaf).

The dough is so sticky that you couldn't knead it if you wanted to. It is mixed in less than a minute, then sits in a covered bowl, undisturbed, for about 18 hours. It is then turned out onto a board for 15 minutes, quickly shaped (15 minutes is

Continued on Page 3



PATIENCE REWARDED Jim Lahey's bread needs little yeast and no kneading. The dough is poured into a hot pot before baking.

SPECIAL SECTION **THE NEW TASTEMAKERS**

bon appétit

MAKE
PIZZA
LIKE
A PRO

PIE MASTER
JIM LAHEY
SHARES
HIS SECRETS

Tomato
& Burrata
Pizza
p. 46

Why
French
Chefs
Don't
Get Fat p. 36

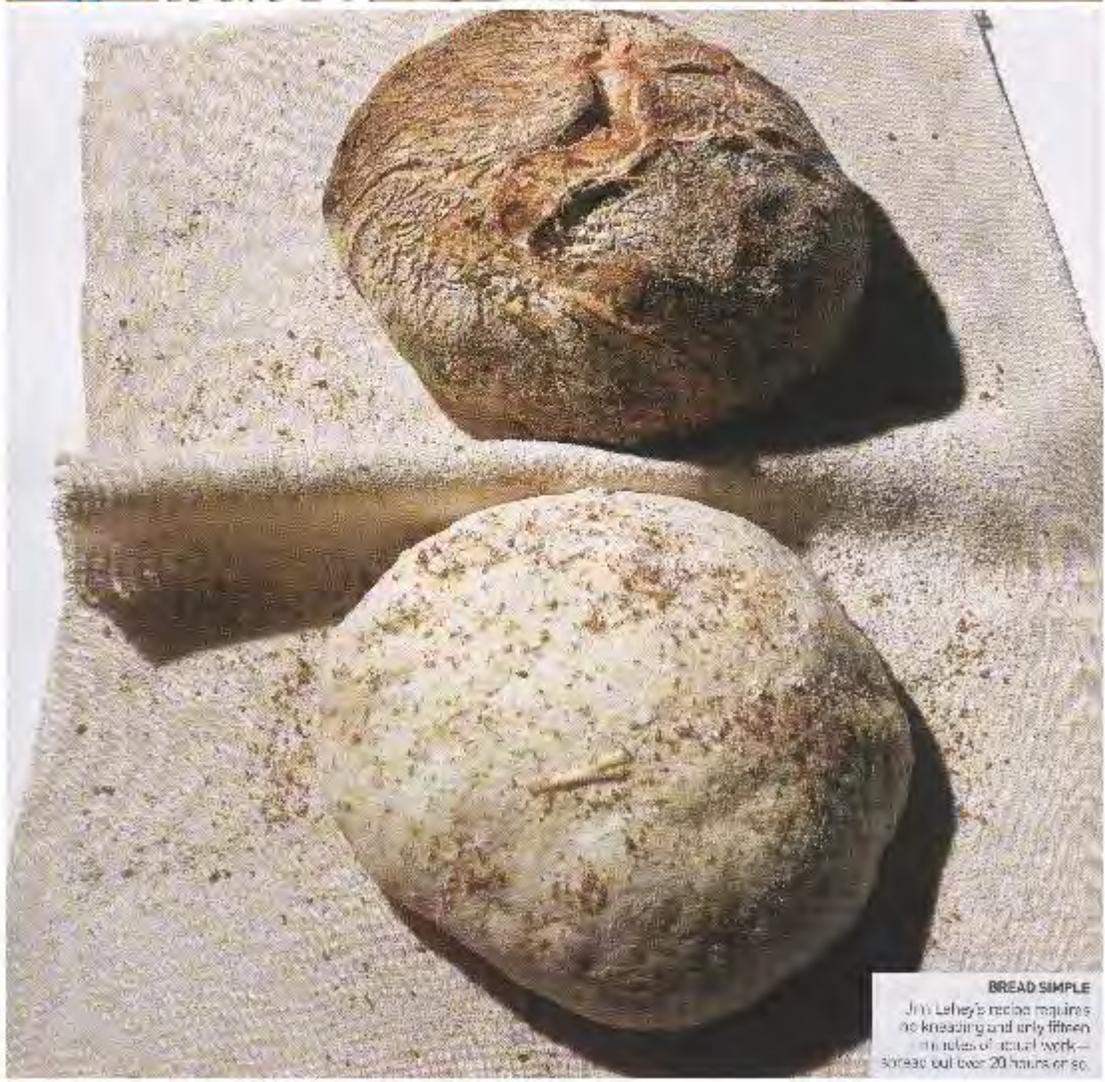
PLUS

- CRISPY OVEN-BAKED CHICKEN PARM
- AMERICA'S BEST CHOCOLATE
- MAC & CHEESE GETS A MAKEOVER

MARCH 2012

AND... Michael Bay's on hand to dress-up after-work style. 106





BREAD SIMPLE
Jim Lehey's recipe requires no kneading and only fifteen minutes of actual work—spread out over 20 hours or so.

Time Out
New York

DECEMBER 27, 2007—JANUARY 2, 2008 ISSUE 639
\$3.99 TIMEOUTNEWYORK.COM

Report card '07
WE GRADE THE YEAR
IN ARTS AND CULTURE

10



best things we ate (and drank) this year

10



**PIZZA BIANCA
AT SULLIVAN
STREET BAKERY**

We know two pizzas. But this doesn't look or smell or taste like a pie. One bite of the rectangular flatbread reveals waves of flavor brought on by the simplest of ingredients: salt, olive oil and rosemary. 533 W 47th St. between Tenth and Eleventh Aves (212-265-5580). \$3.75 slice.

*Pizza, pork and
pljeskavica—dig into the
ultimate NYC tasting menu*

NEW YORK

JUNE 9, 2009

Are We to Eat? The Battle of the Breakfast Theories ★ How?

You Rise, They Shine

Doughnuts

SULLIVAN ST BAKERY
323 W. 47th St., at 7th Ave.
212-245-0280

Nothing against the trend of restaurants serving doughnuts for dessert, but the doughnut is first and foremost a breakfast food. And



While there is much to be said for the Rockwellian appeal of blue-collar throwbacks like Alpha Donuts in Sunnyside and downtown Donut Pub, it only stands to reason that the better the baker, the better the doughnut. That's why we get our fried-dough fix at Sullivan St Bakery, where, on a whim, Jim Lahey recently began crafting extremely small-batch bomboloni. Why the Italians named a doughnut after a word that means "big bomb," we're not sure. Perhaps it's due to the tendency of the filling to zero in on the front of your shirt like a cruise missile, or maybe it's the way a lesser bombolone sits in your stomach all day, but these superior vanilla-pastry-cream versions are not only delicious, they're exceptionally light and airy. Lahey's trick is using a modified panettone dough instead of a regular bombolone dough—that, and cooking the bomboloni four at a time in a \$99 Emeril Lagasse deep fryer he bought at Zabar's.

One thing about breakfast is beyond dispute: It should taste good. Here, the city's best morning meals in twenty categories.

BY

Rob Patroneite, Robin Raisfold, AND Adam Platt

The Breakfast Manifesto

9 a.m. Chinese Food ★ 100-Cereal Taste Test

Good Eggs, Bad Eggs ...

