



La Boîte | The Facts

Owner Lior Lev Sercarz [Master Spice Blender]

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Year Established 2006

Hours Monday: 10AM-6PM
Tuesday-Friday: 10AM-7PM

About La Boîte Walking into La Boîte has been described as ‘thrilling’ to some. Open to the public five days a week, the serene and minimalist interior is where the magic materializes. Near the entrance, small tins contain spice biscuits [pronounced *bis-KWEE*]. Beyond, the space opens up to a number of spice blends, organized and displayed with the aesthetic awareness of a gallery curator. The name of the shop, *La Boîte*, speaks volumes to the concept. “In French, ‘la boîte’ goes beyond its literal translation to the object ‘the box.’ It also means home, company, structure,” explains Sercarz. “It was meaningful to me as I collect food-related boxes and have more than 1,500 vintage pieces dating back to 1930.”

Spice Blends The versatile collection of blends at La Boîte can be found in kitchens of celebrated chefs such as Marc Forgione, David Chang, José Andrés, Daniel Boulud and Eric Ripert. *[Continued on page 2.]*

The canteen uses Sercarz's Shabazi spice—made with cilantro, green chili and lemon juice, and inspired by the 17th century Yemeni Jewish poet Shalom Shabazi—on one of its most popular poultry dishes. While La Boîte features all Sercarz's blends on its shelves, foodies can find all his creations online at www.laboiteny.com. Included among the blends are a collection of nine flavors he created with Michelin star-winning chef Eric Ripert of New York's Le Bernadin. Their "Voyager" collection is inspired by their own journeys, including Riviera herbs [rosemary, basil and mint], Ripert's birthplace Sel D'antibes [grey salt crystals bergamot and herbs] and Amhari [inspired by the berbere spice essential to Ethiopian cuisine].

About Lior

Israeli born spice blender, classically trained chef and two-time cookbook author **Lior Lev Sercarz** is the owner of **La Boîte**, a biscuits and spice shop in New York City, which he created as the realization of a dream and a long journey. After completing three years as a sergeant of the Israeli army, Lior traveled to South America where he further developed a passion for cooking and world cuisines. Led by his deep culinary interest, he enrolled at the acclaimed Institut Paul Bocuse in Lyon, France where he externed with spice expert / Michelin-starred chef Olivier Roellinger in Cancale. He began his own journey studying spices and their origins, eventually creating his own blends. Lior brought his newfound understanding of spice blending with him to New York, where he worked with chef Daniel Boulud as a sous chef and catering chef at his flagship restaurant, Daniel. He broke out to start La Boîte.

For more information:

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