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**REVOLUTIONARY PEANUT BUTTER AND JELLY SANDWICH GAME CHANGER, PBJ.LA
TO DEBUT GRAND CENTRAL MARKET ON AUGUST 14**

***New Gourmet Peanut Butter and Jelly Concept From Umami Burger's Adam Fleischman Is
Dedicated to the Classic American Sandwich***

LOS ANGELES (August 14, 2017) – The classic American sandwich favorite of kids and adults alike is about to be elevated to new culinary heights when **PBJ.LA**, the gourmet peanut butter and jelly sandwich restaurant, debuts at Grand Central Market on August 14. The brainchild of a team of partners whose initials just happen to spell out PBJ.LA, this fun, first-of-its-kind food concept will delight peanut and butter jelly lovers with inventive combinations of organic, exotic nut butters, superfoods, artisanal jams and more.

“PBJ.LA is not your mom’s peanut and butter jelly,” said Adam Fleischman, the self-taught innovator and entrepreneur who founded both **Umami Burger** and **800 Degrees Pizza**. “PBJ.LA takes something that was already great and makes it exponentially better with surprising, absolutely delectable mash-ups of flavors and organic, healthy ingredients.”

The evolution of the nostalgic peanut butter and jelly sandwich is here, only this time it’s taken way out of the box. A sweet and savory variety of exotic nut butter and jam pairings with an all organic vegetarian (mostly vegan) menu that includes a scrumptious array of flavored almond-coconut milk beverages – every item being house-made from scratch – PBJ.LA creates the perfect place to indulge without the guilt.

“The introduction of PBJ.LA harkens back to the Market’s opening day in 1917 when local peanut butter maker, McGee’s, made its debut,” said Christophe Farber, Grand Central Market Director of Development & Special Projects. “Now, as we celebrate the Market’s 100 anniversary, our history comes full circle with another peanut butter breakthrough.”

PBJ.LA would not be possible without one place: the gym. Sky Sport & Spa was the incubator for the reinvention of the American classic. This is where **Payvand Salehi** and **Brad Greenberg** met **Jimmy Franklin**, a respected celebrity trainer from this world-famous rooftop gym. Together they brainstormed the vision for PBJ.LA from their shared passion for plant-based cuisine – Payvand had lost nearly 100 pounds after committing to an organic, vegetarian diet and having grown up in a culinary family - Brad has taken the helm as the brand's chef, dialing in the team’s imaginative concepts. Restaurant industry veterans **Adam Fleischman** and attorney **Lee Weinberg** discovered the food-passionate trio during an impromptu pitch during a training

PBJ.LA at Grand Central Market
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session and upon seeing their sample menu, joined the PBJ trio to further develop the concept and bring it to Grand Central Market. Renowned branding and design firm **nondesigns** came on-board to give PBJ.LA its fresh look in order to reference their ultra-modern take on an old favorite.

Signature sandwiches include the RED EYE (Organic Espresso Peanut Butter, Organic Dark Chocolate Raspberry Jam), THE INDIAN (Organic Curried Cashew Butter with Organic Spicy Mango Chutney) THE ITALIAN (Toasted Pine Nut Butter with Cherry Tomato Jam with an option to add Fresh Mozzarella) the CHOCOLATE HAZE (Organic Hazelnut Cacao Butter with Organic Dark Cherry Chianti Jam) and the first monthly special on deck: THE MOROCCAN (Organic Spiced Pistachio Butter, Organic Fig Rosewater Jam, Organic Mint). The growing menu will range from sweet to savory. PBJ.LA sandwiches will even come in a distinctive form thanks to a specially designed machine that cuts the crust off the bread and seals all the tasty ingredients into a perfectly crimped, round pocket.

PBJ.LA will be open daily from 11 AM to 8 PM. Connect with PBJ.LA on Snapchat at [pbj.la](#), Instagram at [@pbj.la](#), and on Facebook and Twitter at [@pbjlaofficial](#).

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information visit [grandcentralmarket.com](#) and connect with us on Instagram [@GrandCentralMarketla](#) or Facebook [@GrandCentralMarket](#).

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CONTACT:
Roberta Silverman
breakwhitelight (for Grand Central Market)
(818) 207-1363
roberta@breakwhitelight.com