



VALERIE AT GRAND CENTRAL MARKET OFFERS A MODERN INTERPRETATION OF THE COFFEE SHOP COUNTER EXPERIENCE

Bakery and Coffee Shop From Renowned Valerie Confections Opens At Grand Central Market on May 31, 2013

(LOS ANGELES, CA - May 29, 2013) Valerie Confections, known nationwide for their handmade chocolates and baked goods, launches [Valerie at Grand Central Market](#), a bakery and coffee shop in the center of the historic Grand Central Market. The debut of Valerie at [Grand Central Market](#) this week is part of the unprecedented year-long celebration of new restaurant openings every month at the iconic food arcade, which is the oldest food hall in the city.

An homage to the 1917 Market, co-founders Valerie Gordon and Stan Weightman Jr. will offer a modern interpretation of the coffee shop counter experience. Look for classic cakes such as the Brown Derby Grapefruit Cake, Blum's Coffee Crunch Cake and Scandia's Apple Cake along with a large selection of pastries and a \$2 cup of coffee. Savory favorites will include The Brown Derby Cobb Salad, a Club Special, a Diet Plate, chili, and hot dogs by Let's Be Frank. Slated for a soft opening with limited hours, this new location will expand menu offerings and hours of operation over the coming months.

"Our new location is a celebration of the market's history and the simple, timeless fare that is satisfying in any era. We have a deep appreciation for the market and hope to offer a delicious and convivial experience at our bright red counter," said Valerie Gordon.

The Grand Central Market is in the midst of adding a wide array of new vendors with new flavors, cuisines and tastes throughout the marketplace. In April, "Sticky Rice" began serving its seasonal, market-driven menu of authentic Thai food. Specialty coffee innovators G&B Coffee will also open on May 31. Additional upcoming openings include Horse Thief, DTLA Cheese and The Oyster Gourmet.

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Valerie at Grand Central Market
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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 www.grandcentralmarket.com and connect with us @GrandCentralMkt or <https://www.facebook.com/GrandCentralMarket>.

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