

Jòia Bun par H el ene Darroze

« 16 rue de la Michodi ere »

H EL ENE DARROZE'S NEW RESTAURANT OPENS ON MARCH 7, 2023



Internationally acclaimed chef H el ene Darroze will launch her latest concept in the 2nd Arrondissement in Paris, J oia Bun, on March 7, 2023.

Located only a few hundred metres from her already popular bistro, J oia, J oia Bun is the result of a successful venture she explored during the Covid lockdown of 2020-21.

H el ene explains, "During the pandemic closures, my team and I launched a takeaway and delivery pop-up of premium burgers called *J oia Burger*. A casual, adapted and extended offering, in line with our values and vision of gastronomy. It was a huge success, and we soon built a loyal following. When the restaurants finally reopened, we had to regretfully close it. When this new site became available at 16 Rue de la Michodi ere, I knew I had found the ideal location to meet the demand. I'm so pleased to bring the burgers back with the new J oia Bun".

Modelled on an American Diner, J oia Bun will be lively and authentic with an open kitchen and bar, mixed with a French atmosphere of elegance and warmth. Street food styled, J oia Bun, will also offer H el ene's vision of a burger cuisine following the same principles of her gastronomy: produce of excellent quality; respect for the season; authenticity of taste; generosity in the offering; and a combination of her signature flavours - brought from the Basque-Landes, her home region. "To make a good burger, you have to be strict about the quality of the ingredients you use", adds H el ene.

At Jòia Bun, Hélène commits to:

- Source at least 95% of all produce from France. Especially core produce such as meat - even wagyu - fish or shellfish, cheese, fruit and vegetables
- Use only seasonal produce (e.g. no fresh tomatoes except between June and October)
- Ingredients will come exclusively from producers with whom Hélène has long-lasting relationships. In Paris, there is Huguenin for meat; in Saint-Jean de Luz Beñat for cheese; duck foie gras from Dupérier and shellfish from Kaviari
- Everything will be made in-house, according to personalised recipes based on Basque-Landes region traditions. Sauces - ketchup, barbecue, mayonnaise - will also be made to bespoke recipes. Breads will be baked in-house alongside other pastries at Hélène's flagship located 4 Rue d'Assas
- Everything will be cooked to order, whether guests eat in or takeaway. Salads will be assembled and seasoned only when ordered and all packaging will be eco-responsible.

Snapshot of the menu:

- Snack/appetiser: Jòia's Fried Chicken; mac and cheese croquetas
- 7 Jòia Bun burgers: 3 with Aubrac beef; 1 with wagyu beef; 1 with Landes yellow chicken; 1 pescetarian and 1 vegetarian. All will be accompanied by Jòia's flavourful and iconic crispy potatoes sprinkled with fried rosemary and Basque sheep cheese
- 3 seasonal market salads
- Pudding: Cookies, Italian ice cream and a selection of maritozzi - Hélène's "guilty pleasure".

Notes to the Editor

For further media information on Jòia Bun and Hélène Darroze herself, please contact Sophie Macdonald at LOTUS: office@lotusinternational.net Tel +44 20 7751 5812

Jòia Bun's Address:
16 Rue de la Michodière, 75002 Paris, France

Opening Hours:
Open 7 days a week, all year long.
During weekdays from 11.30 am to 3 pm and from 6 pm to 11 pm.
All day Saturdays and Sundays.

Prices:

Burger prices range from 14.5€ to 25€ and the exceptional "Festayre" burger is 45€

Available for pick-up at the restaurant window and deliveries with UberEats

Hélène Darroze Press Kit: [here](#)

Hélène Darroze Website: [here](#)

Hélène Darroze Instagram: [@helenedarroze](#)

Jòia Bun Instagram: [@joiabunparhelenedarroze](#)

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