

TABLE TALK

# BREADS ARE BAKING AT LE PAIN DE PAUL — FROM MONTE CARLO TO NOCATEE

**“Good bread is the most fundamentally satisfying of all foods; and good bread with fresh butter, the greatest of feasts.”**

— James Beard

story and photos by **LEIGH CORT**

**W**ho wouldn't love waking up to an early morning sunrise, the sound of birds chirping their song and aromatic breads waiting at my door ... a secret dream came true! A true foodie myself since the days of reading about Julia and James (Child and Beard of course) ... word is out in St. Johns County about a new culinary entrepreneur whose breads aren't just ordinary breads — but bread and an online “bakery store” that are crafted by an acclaimed chef at the click of a button!



Chef Paulo Sebess

When Chef Paulo Sebess opened his petite French bakery in Nocatee, February 2023, after building a distinguished

career in the culinary world for 25 years, I couldn't wait to meet him and welcome Paulo to the neighborhood! After diving into his background and reading about Michelin-starred restaurants, studying with Paul Bocuse, working in iconic restaurants and serving clients like Prince Rainier of Monaco, it seemed appropriate to dress up, place my order and order a semolina bread (Pane Siciliano), basket of scones, croissants, French baguette, pastas and baking hints!

Savoring the thought of living nearby to a chef and educator who has won international gastronomy awards throughout the world, including two bronze medals for competing in the Culinary World Cup in Luxembourg, I was “hooked.” Paulo's professional journey became my summer study!

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## LE PAIN DE PAUL

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Born in Brazil with Hungarian roots and raised in Argentina, Chef Paulo's diverse cultural background has influenced his cooking style, bringing together a unique blend of flavors and techniques from various traditions. His dedication to the culinary arts is evident in the new gorgeous state-of-the-art bakery that he designed in Nocatee with great passion for innovation and perfection of baking.

Chef's expansive education and career wasn't just about baking. His rigorous training includes some of the most renowned culinary institutions:

- Diploma in Cuisine and Management from Ecole Paul Bocuse in Lyon
- Grand Diploma from the Tang School of Culinary Arts in Beijing
- Diploma from the Culinary Institute of America in New York

Why Nocatee? Somehow to Paulo and his wife Carina it was a miracle that they chose Northeast Florida — perhaps it was their destiny to land where their first impression was “It feels like home”! A perfect family setting, a supportive elementary school only a bicycle or golf cart ride away and a picture-perfect location to share their artistry beyond the kitchen.

Paulo is also a prolific author, having written numerous publications on baking, cooking and pastry. His book “Técnicas de Cerveceria Artesanal” (“Craft Beer Techniques”) is a testament to his diverse culinary interests and expertise. In 2010, he was recognized by the Gourmand World Cookbook Awards for his book “Técnicas de Padaria Profissional” awarded the best in the world bakery techniques in Portuguese, Spanish and English. By 2019, his book “Entre 2 Panes” (“Between Two Breads”) won the award for the best hamburger-and-



Chefs Paul Bocuse and Paulo Sebess

sandwich book in the world!

The menu is occasionally custom designed for Le Pain de Paul's clients. You can order anything from the online menu, prepared fresh upon request. Whether choosing delivery to your door or scheduling a pick-up, Paulo delivers to Nocatee and nearby surrounding neighborhoods. And it's free for orders over \$20. (otherwise, \$3 fee). For busy clients, delivery is contactless. Each morning, they leave the order at clients' doorstep. Although if you're up early, you can wave hello and go to your door to see the chef! Each client's demand is customized for your preference. And if you choose to pick up, you might get lucky with an invitation to view Chef's kitchen!

My first order included so many of our favorite classical breads and pastries: almond and chocolate croissant (flaky and buttery), cranberry and lemon scones, cheese scones, blueberry and lemon muffins, baguette, pain au chocolat (pure indulgence), chausson aux pommes (apples in puff pastry), wellness bread — a staple of grains and seeds, walnut and cranberry loaf! Each one is a labor of love, a joy to make, a savory combination of flavors, and of course the quintessential baguette where Chef's love for baking began.

When I chose to have my first early



Chef Paulo Sebess' breads charcuterie

morning delivery, the big brown Pain de Paul bag was such a thrill, including Petit Brioche, Sweet Soft Buns (Pebete — an Argentine favorite — soft, mildly sweet), Pao de Queijo — Brazilian cheese puffs ... and a jumbo Semolina bread.

Le Pain de Paul is such a spectacular new bakery concept — bread on demand! This innovative approach ensures that everyone has access to choose among freshly baked breads, patisseries and Italian pastas — having it delivered to your home. And it's not just any bread that many of us may recall from the bread delivery trucks of the 1950s. Paulo is our personal chef with today's technology to treat our palates with deliciousness! Winning the 2023 and 2024 Ponte Vedra Recorder's “Best of the Best” Bakery award is miraculous considering that Paulo's the newest baker on our block! [www.PaindePaul.com](http://www.PaindePaul.com)

I cherish M. F. K. Fisher's words: “The smell of good bread baking, like the sound of lightly flowing water, is indescribable. Breadmaking is one of those almost hypnotic businesses, like a dance from some ancient ceremony. It leaves you filled with one of the world's sweetest smells.”

## WHISKEY

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years old, \$39.

The grand finale brunch at Pesca by Michael's will be a great way to end the weekend — an all-inclusive culinary and drink ticket for a fantastic brunch buffet with gourmet stations for breakfast- and lunch-lovers alike. The festival's only family-friendly event provides families a delicious way to end the weekend! Beverage tasting stations will include

sparkling wine, mimosas, bloody mary's, spirits, wine and beers. Guests can continue to enjoy beverage tasting stations after their brunch!

*NOTE: Brunch seating will be on a first come, first served basis. Groups of six or more should make advance reservations to ensure same table seating.*

### SATELLITE PARKING LOTS & OLD TOWN TROLLEY STOPS

Parking is very limited

on Vilano Beach. Old Town Trolleys will run every 30 minutes and will provide the best and most hassle-free way to attend Saturday's Main Event. The satellite parking shuttle service is free of charge for festival guests, with the schedule available on the festival website in the coming weeks.

There are great volunteer opportunities available with the festival. Volunteers have an opportunity to earn free festival tickets with only eight

or more volunteer hours. See “Volunteer” on the festival website for more information.

The festival is made possible in part by support from St. Johns Cultural Council, Florida's Historic Coast: St. Augustine/Ponte Vedra and a 2024 St. Johns County Tourist Development Grant and Vilano Beach Main Street.

Tickets are available at [904tix.com/events/2024-whiskey-wine-wildlife-11-7-2024](http://904tix.com/events/2024-whiskey-wine-wildlife-11-7-2024).

For more information, go to [whiskeywineandwildlife.com](http://whiskeywineandwildlife.com).