



OPENINGS | MAY 7, 2019

Everything You Can Order at Michaeli Bakery, New York's Brand-New Babka Destination

By Chris Crowley



The pastry case at Michaeli Bakery. Photo: Melissa Hom

New Yorkers love their babka — now more than ever — but the version at Breads Bakery has taken on a life entirely its own. The chocolate loaf became a sensation among sweet teeths as soon as Uri Scheft brought his

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Lily Brown/Courtesy Michaeli Bakery

Michaeli Bakery

Babka fans, take note: this month, pastry chef Adir Michaeli ([Breads Bakery](#)) launched his own temple of Israeli and Middle Eastern baked goods. On the savory side, pillowy loaves of challah (available on Fridays) and croissants are joined by flaky bourekas filled with cheese and spinach or olive tapenade, gouda, and tomato sauce. Sweet treats include chocolate and jam rugelach, mini almond and currant-studded kugelhupf bundt cakes, a meringue roulade with strawberries and, of course, babka threaded with chocolate, poppy seed and hazelnut, or cinnamon. The space is quite cozy—just 6 counter seats—but the open kitchen allows customers a chance to see the baking in action. *115A Division St; 646-360-2284.*

NYC RESTAURANT OPENINGS

One of NYC's Top Babka Makers Now Has His Own LES Bakery

Michaeli Bakery, from a chef formerly at Breads, specializes in Jewish pastries such as babka, challah, and rugelach

by [Stefanie Tudor](#) | [@stefanietuder](#) | May 7, 2019, 12:52pm EDT

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Adir Michaeli at Michaeli Bakery | Lily Brown/Michaeli Bakery [Official Photo]

An Israeli-style bakery from the former executive chef of babka-famous bakery Breads is opening on the Lower East Side.

Michaeli Bakery will sell pastries, breads, and cakes starting this Thursday at 115A Division St., between Allen and Ludlow streets. Owner and pastry chef **Adir Michaeli** was Breads's opening executive chef, and he's implementing a lot of the same items here at Michaeli. There will be chocolate, sesame-studded challah, dark chocolate and Nutella rugelach, savory burekas, and chocolate chip cookies.

But this location, also owned by **Anat Srur**, will go harder on pastries, with several log cakes, vegan doughnuts, and pies. Coffee and espresso drinks are available, too. The small bakery has just six seats near an open kitchen that will churn out product all day to ensure some is still hot.

Though Jewish food is a large part of NYC's dining culture, there have been some hits as of late. Glaser's Bake Shop, which sold iconic black and white cookies on the Upper East Side, as well as Zucker's in the East Village with its rugelach and matzah ball soup, **both closed in July**.

Michaeli Bakery opens Thursday at 10 a.m., after which it will be open daily from 7 a.m. to 7 p.m.



Lily Brown/Michaeli Bakery [Official Photo]

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Pastry Star Adir Michaeli Of Breads Opens His Own Bakery On LES

BY SCOTT LYNDEN FOR FOOD ON 09/13/18 10:43 AM



Black Forest Log Cake (5/2)

(Scott Lynch / Gothamist)



Everyone knows that Breads Bakery has the best Chocolate Babka in town, as well as several other pastries considered indispensable by NYC treat lovers. And the man partially responsible for all that baked goodness? Executive Pastry Chef Adir Michaeli, who has since left the Breads mini-chain and just opened his very own shop on the Lower East Side named, appropriately enough, Michaeli Bakery.

We were here, testing out breads, cakes, pastries, and more, so to speak, though naturally you're on rolling out at least a dozen flavors in the months to come.

If you want something savory, get a couple of pinwheel Pizza Babkas, made with goat's, olive tapenade, and tomato sauce, or one of several more traditional, shell-like creations filled with spinach, feta, or potato. Loaves of Babka come in three varieties: Chocolate, Poppy Seed, and Cinnamon, and all three are well worth trying. And on Fridays only, Michaeli bakes a sesame-seed Challah—you should probably get here early if you want a loaf before he sells out.

The space itself is compact but cheerful, all white tiles and green plants, with a half dozen stools and a small bench outside, the perfect spot on a pleasant day to sip a cup of coffee and munch down a treat or two.



(Scott Lynch / Gothamist)

Michaeli Bakery is located at 115A Division Street, just east of Orchard Street, and is open Mon - Sat 7 a.m. to 9 p.m., and Sun 9 a.m. to 9 p.m. (946-360-2294; michaelibakery.com)

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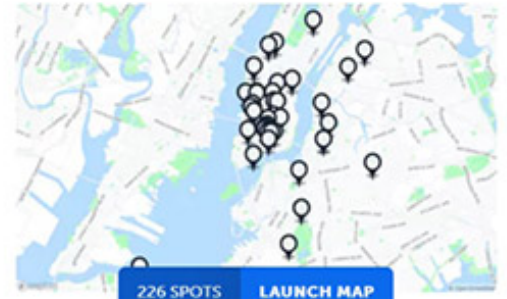
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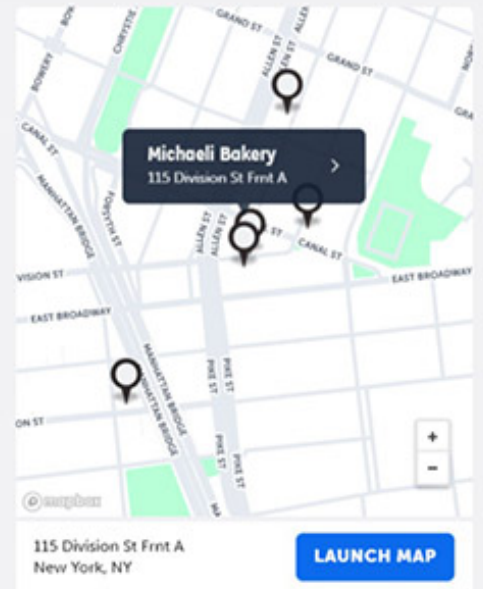
Written by
Hannah Albertine



LILY BROWN

Michaeli Bakery

There's also a new Israeli bakery on the LES. Michaeli is open from 7am to 7pm, and specializes in babka, rugelach, and other pastries.



FRONT BURNER

A New Bakery With Global Delights

Michaeli Bakery sells brownies and pecan pie, but bourekas, medovik and challah, too.



Adir Michaeli Tony Cenicola/The New York Times



By Florence Fabricant

May 6, 2019



Michaeli Bakery, which opens Thursday at the edge of the Lower East Side, has a multinational array of baked goods, with a nod to some Jewish classics like babka, rugelach and challah. There are Eastern European items like strudel and the Russian honey cake medovik; Israeli-style cheesecake and bourekas; and American brownies and pecan pie. The chef and owner, Adir Michaeli, an Israeli, worked in Tel Aviv and then came to New York to be the pastry chef at Breads Bakery. His little shoe box of a store has a few seats.

Michaeli Bakery, 115A Division Street (Orchard Street), 646-360-2284, michaelibakery.com.

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Florence Fabricant is a food and wine writer. She writes the weekly [Front Burner](#) and [Off the Menu](#) columns, as well as the Pairings column, which appears alongside the monthly wine reviews. She has also written 12 cookbooks.

