



**BATCH** is a new take-out concept by Pichet Ong, who is chef-owner of **P\*ONG** restaurant and author of *The Sweet Spot: Asian-Inspired Desserts*. **BATCH** is located right next door to **P\*ONG** in the heart of the West Village, and features cookies, cupcakes, ice cream and other baked goods and sweet treats, which are available individually or by "the **Batch**."

The "Venetian Punk" interior was inspired by abstract expressionism (Pichet's favorite art movement) and designed by Pichet himself in collaboration with Alex Freij. It features Pollack-esque walls and Swarovski crystal chandeliers, designed and fabricated by Michael McHale. Edgy design elements contrast with the sleek white counter, original pre-war patina molding, and old-fashioned appointments such as Depression-era glass and Rosenthal Netter cookie jars. **BATCH** graphics, designed by Michael Ross, utilize fruity hues of raspberry pink and lemon lime extracted from **BATCH**'s interior colors.

All **BATCH** desserts and beverages contain only premium ingredients, including certified organic milk from The Manhattan Milk Company (exclusively at **Batch**) and Nellie's cage free eggs, both delivered from nearby farms. Premium chocolates used in **BATCH** products include Cluizel, Valrhona, Amedei, and certified fair trade Malagasy, which will also be sold in bark form. Our vanilla is from Red Island, Madagascar.

**BATCH** has window seating that can accommodate a small group or intimate party. The soundtrack includes many favorites from Pichet's formative years. Soon to follow will be savory sandwiches, box lunches, catering, sweet confections, and frozen log cookie dough sold by the **Batch**.

#### **BATCH**

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New York NY 10014  
212-929-0250 shop  
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[www.batchnyc.com](http://www.batchnyc.com)  
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### PR CONTACT

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### PRINCIPALS

Pichet Ong: [pichet@p-ong.com](mailto:pichet@p-ong.com)

Stuart Brill: [stuart@p-ong.com](mailto:stuart@p-ong.com)

## batch preview menu

### PUDDINGS \$4.50

pineapple & chevre cheesecake pudding  
thai tea tiramisu pudding  
ovaltine-banana pudding, rice crispies  
cranberry-orange pudding, crème fraiche

**PUDDINGS BY THE BATCH/ \$15.75**

### ICE CREAMS \$3.95/scoop

coffee caramel ice cream  
ovaltine ice cream  
dancing ewe ricotta ice cream  
durian ice cream  
concord grape sherbet  
coconut-vanilla sherbet  
passion fruit sherbet

### ICE CREAMS BY THE BATCH

quart/ \$14.95  
pint/ \$8.95  
half-pint/ \$4.95

### COOKIES

hazelnut & raisin biscotti/ \$2.50/4  
chocolate & pistachio biscotti/ \$2.50/4  
chocolate kissed/ \$1.95  
mexican wedding cookies/ \$1.95  
pineapple tarts/ \$1.95  
raspberry linzer/ \$1.95  
ginger oatmeal raisin/ \$1.75  
peanut butter/ \$1.75  
chocolate chip/ \$1.75  
spiced coconut brownie/ \$1.75  
madagascar vanilla blondie/ \$1.75  
yuzu shortbread sandwich/ \$ 1.75  
ginger molasses/ \$1.75  
walnut butter/ \$1.75

**COOKIES BY THE BATCH/ \$19.95**

### CAKES

hazelnut chocolate layer cake/ \$4.95  
mini lemon half-pound loaf cake/ \$4.75  
vietnamese coffee half-loaf cake/ \$4.75  
banana cake half-loaf cake/ \$4.75  
coconut calamansi layer cake/ \$4.50  
vietnamese coffee cake, slice/ \$3.00

### CUPCAKES \$2.95

lemon lemon lemon  
chocolate dragon devils' food  
vanilla cupcake  
coconut green tea cupcake

**CUPCAKES BY THE BATCH/ \$10**

### INDIVIDUAL PASTRIES

raspberry brown butter tart/ \$4.95  
vietnamese coffee chocolate tart/ \$4.95  
strawberry orange flower tart/ \$4.95  
pear & apple hand pie/ \$4.25

### DRINKS

cluizel chocolate liquid on the rocks/ \$4.75  
tapioca pearl drink/ \$3.75  
iced coffee/ \$3.75  
soda of the day/ \$3.00  
iced raspberry tea/ \$2.75  
mint limeade/ \$2.75  
teas by in pursuit of tea/ \$2.00  
fiji water/ \$2.00  
izze soda/ \$2.00  
coffee/ \$1.80  
limonata, aranciata/ \$1.75  
saratoga sparkling water/ \$1.50

### DOGGIE TREATS BY THE BATCH

foie gras biscuits/ 3 for \$8  
bacon biscuits / 3 for \$7



## fact sheet

<b>press contact</b>	<b>gail schoenberg public relations</b> phone 201.210.8565 fax 201.210.8960 gail@gailpr.com
<b>owners</b>	pichet ong & stuart brill
<b>pâtissier</b>	pichet ong
<b>general manager</b>	gary cheong
<b>designers</b>	alex freij, michael ross, michael mchale
<b>location/</b>	150b west 10 <sup>th</sup> street, new york, ny 10011
<b>contact info</b>	phone 212.929.0250 fax 212.929.9010 www.batchnyc.com
<b>established</b>	march 2008
<b>concept</b>	take out bakery, dessert shop, and everything sweet; <b>batch</b> offers pastries, puddings, cakes, ice creams, and cupcakes, sold individually or by the <b>batch</b>
<b>space</b>	<b>batch</b> harnesses ong's inventiveness in a playful way. abstract expressionist wall treatments and custom made swarovski crystal chandeliers by designer Michael McHale evoke a glittery, "venetian punk" ambience.
<b>seating</b>	banquette seating for 4. enjoy a pleasant bite on the go, sit back and enjoy some treats in the window seating, or have a semi-private dessert party.
<b>hours</b>	tuesday-sunday 12 pm-9pm, closed monday. will soon open 7 days
<b>price range</b>	individual pastries \$1.25-\$6.00, whole cakes from \$35.00 and up
<b>signature</b>	spiced coconut brownies, vietnamese coffee cake, strawberry
<b>sweets</b>	orange flower tart, durian ice cream, passion fruit sorbet
<b>signature</b>	cluzel chocolate liquid on the rocks, certified organic manhattan
<b>beverages</b>	milk, tapioca milk tea, housemade soda of the day
<b>delivery</b>	free with any minimum order of \$10
<b>metro</b>	1 train to christopher st., 2 or 3 train to 14 <sup>th</sup> st. a, b, c, d, e, f, v to west 4 <sup>th</sup> street.
<b>credit cards</b>	cash only, but credit cards coming soon



## PÂTISSIER PICHET ONG

In April 2007, Pichet opened P\*ONG in the heart of New York City's Greenwich Village. Despite Pichet's pedigree as a world-renowned pastry chef, P\*ONG is a decidedly savory restaurant that showcase his critically acclaimed ability to blur the line between sweet and savory. P\*ONG has been featured in numerous publications, including: *Bon Appetit*, *Food Arts*, *Time Out New York*, *The New York Daily News*, *The New Yorker*, *New York Magazine*, *The New York Times*, *Elle*, *Vogue*, *Condé Nast Traveler*, *Harper's Bazaar*, and *O, The Oprah Magazine*.

In May 2007, Pichet released his first dessert cookbook, *The Sweet Spot*, which received a red-starred review in *Publisher's Weekly*, a nomination for the World Gourmand book award, and has been hailed by Amanda Hesser of *The New York Times Magazine* as "a standout and one of the most original dessert cookbooks in years." *Gourmet Magazine* also recently chose it as one of the "13 Best Cookbooks in 2007".

Pichet recently appeared on *Iron Chef America*, *Roker on the Road*, *Martha!*, *CBS News*, and *The Fresh Grocer*. Pichet is also consulting for numerous restaurants as well as a bakery commissary in Japan. He lives in New York City, where he is currently working on a new cook book, and has most recently opened a new bakeshop in West Village called batch, featuring cookies and ice creams sold individually or by the batch.

After earning his Master's Degree in Architecture from the University of California at Berkeley Pichet Ong worked in some of the country's most - renowned kitchens, including La Folie (San Francisco), Chez Pannise (Berkeley), Olives (Boston), Tabla and Jean -Georges (New York). Although he started out in pastry, Pichet spent eight years cooking savory food before he rediscovered his passion for dessert making. Pichet served as the opening pastry chef of Spice Market, 66, Patroon, and rm.

Among his accolades Pichet has been named one of the "Top Ten Pastry Chefs in America" by *Pastry Arts & Design* and *Chocolatier*, and was selected as a "Pastry Provocateur" by *Food & Wine Magazine*. In 2002, Pichet was named "Rising Star Chef" by *Starchefs* and is one of the few pastry chefs to have been featured in the prestigious "The Chef" column of *The New York Times*. He has also been nominated for the James Beard Award in the "Outstanding Pastry Chef" category.