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Bloom Café

Wilshire Vista sprouts new organic eatery

BY JESSICA RIDENOUR | PHOTOS BY STEPHEN KYNDT

We fly down the 405 at 85 mph in video-game-worthy traffic; we work ourselves into stress-induced breakdowns; we inhale grimy air by the lungful on a daily basis. But darn it, our food better be organic, because all that pesticide-laden GMO stuff just isn't *safe!* Such is the paradox of LA living.

Despite some obviously unhealthy aspects of life in the City of Angels, foodies should rejoice in the healthy selection of tasty organic eateries to graze upon, with the recently opened Bloom Café a fine addition to that list.

After five months of steadily increasing business, the Pico Boulevard hotspot is officially a hit with both neighborhood regulars and new visitors alike. Breakfast aficionados will appreciate Bloom's ample morning menu, serving up savory egg dishes (organic, natch!) such as cilantro-laced smoked salmon omelets, white bean huevos rancheros and custom omelets and scrambles. (Ovo-averse diners may opt for the scrambled tofu.) Fluffy lemon ricotta pancakes, Belgian waffles with fresh homemade jam or an egg and pancake combo might sate a sweeter tooth.

If breakfast isn't your bag, Bloom offers a host of tender field green salads and sandwiches ranging from the familiar (grilled chicken breast or an 8oz beef burger) to the singular (brie with wild mushroom and fig jam on country bread). The cafe recently expanded its hours — and its menu — to include dinner, and opened a pizza delivery/takeout joint next door.

While Bloom's flavorful cuisine is delicious enough to warrant a visit, it's the wild-caught fish, grass-fed beef and organic eggs and produce that elevate it above the rest of the breakfast and lunch-joint fray. Co-owners Jean Louis Bartoli (formerly of Louis XIV) and Arnaud Palatan (formerly of Pastis) understand the value of fresh, healthy ingredients, sourcing most of their menu fodder from local farmers' markets and Albert's Organics. "It's good ingredients, simple food," says Bartoli. "That's what it is about."

Bloom Café. 5544 Pico Blvd., LA 90019. 323.934.6900. go2bloom.com