



HELOISA BACELLAR – “LÁ DA VENDA”

Helô is one of these people who never gets tired of inventing new trends, reading, researching, thinking, writing a lot, cooking and preparing recipes, loving delightful food, and making everything full of sentiments and with great care and dedication. She has the Grand Diplôme de Cuisine et de Pâtisserie from the Cordon Bleu School of Paris (1995). She was also one of the founders of the school Atelier Gourmand, where she gave appetizing classes for many years.

She wrote several best-selling books, the first of them being *Cozinhando para amigos* (2005), which was later translated to English (*Cooking for Friends*, 2008). These books were followed by *Cozinhando para Amigos II - entre panelas e tigelas, a aventura continua* (2008), *Bacalhau – receitas e história – das águas geladas às caçarolas* (2009), *Chocolate todo dia* (2010) and *Brasil à Mesa* (2014), all published by DBA– Dorea Books and Art and photographed by Romulo Fialdini. In 2013, she wrote the book “Le Brésil à Table” for a Brazilian festival held at “Le Bon Marché” (Paris, France), also in partnership with photographer Romulo Fialdini. In 2014, she wrote *Made in Brazil*, photographed by Laetitia Vasseur and published by Larousse.

Helô does way more than writing or staying in the kitchen. In November 2009, she conceived and opened “**Lá da Venda**”, located on Rua Harmonia, right in the middle of Vila Madalena – perhaps São Paulo’s coolest and most bohemian neighborhood. “**Lá da Venda**” is a vintage-styled emporium, which sells groceries and is also a restaurant, a café and a pastry shop. Right from the street, you can already smell the delicious aromas that invite you to come in for a chat, a cup of coffee with cakes, biscuits or the prize winning “**pão de queijo**” (literally “cheese bread”, very typical of Minas Gerais state). Lá da Venda’s special “pão de queijo” is made of certified cheese from the hills of Canastra, where the tradition is some 200 years old, and of artisanal *polvilho* (a manioc starch) and free-range eggs. “**Lá da Venda**” product’s portfolio additionally has artisanal Brazilian chili sauces,

breads and cakes mixtures, the famous “cheese bread”, fruit jams, cachaça, a special coffee blend, frozen “cheese bread” and some dishes to take away.

Breakfast and lunch should always be tasty! Around noon, just choose a table inside or out in the backyard. Then have a fruit juice, a beer, a “Cotuba” soft drink (from Brazilian small-scale manufacturers), a shot of “cachaça”, a “caipirinha” or a “caju amigo” (a cashew fruit wonderful drink). Later, enjoy a carefully prepared lunch, with dishes that are tasty, aromatic and rustic, but also chic. And don’t forget the homemade desserts, which always deserve a bite! On Saturdays, Sundays and holidays mornings we also offer a delicious country-style breakfast buffet in our backyard.

Since Helô also loves handicrafts, in “**Lá da Venda**” you can also find hundreds of different items – pretty, interesting and delicate gifts that always make life more beautiful and joyful. Some are very useful and indispensable items; others, not that much – but all bring lots of love to your everyday life. Many of these items are designed by Helô herself, given that she also sews, embroiders, weaves, knits and does crochet and pottery. In “**Lá da Venda**” you will find tea towels, aprons, tablecloths, bibs, cloth dolls, pillows and lots of handcrafted and unique pieces that look homely and maybe will remind from objects from long ago or from your grandma’s or great grandma’s home. You will mostly find products made of cotton, linen or “chita”, the typical Brazilian rustic and colorful printed cotton. Some are embroidered, others appliquéd or with crochet touches, but all made by Helô’s team or small productions. What is not truly handcrafted is produced especially for “**Lá da Venda**”, such as the wonderful and colorful enameled mugs, plates, bowls and tea or coffee pots. This is also the case for the grocery tin sets, the pencils and the cast iron pans forged with the stamp of “**Lá da Venda**”. The reality is that the variety of items is so great and everything is so pretty, good and tempting, that hardly anyone leaves without at least one tiny bag!

Besides the main “**Lá da Venda**” in Vila Madalena neighborhood, there are two more addresses. “**Café Lá da Venda**” is a café and pastry shop in Iguatemi JK mall, one of São Paulo’s most beautiful malls. You can also visit the

factory shop “**Lá da Vendinha**”, which serves snacks and pastries all day, and at lunchtime also offers a “special of the day” dish.

ADDRESSES:

- “**LÁ DA VENDA**” - Store, restaurant, café and pastry shop:

Rua Harmonia, 161, Vila Madalena, São Paulo, Brasil.

Phone 55.11.3037-7702

- “**CAFÉ LÁ DA VENDA**”: Café and pastry shop

Shopping JK Iguatemi – 3rd floor

Av. Juscelino Kubitschek 2041 – Itaim Bibi, São Paulo, Brasil.

Phone 55.11.3152-6780

- “**LÁ DA VENDINHA**” – factory café and pastry shop, with a special of the day dish at lunchtime

Rua Lopes Chaves, 402^A – Barra Funda, São Paulo, Brasil.

Phone 55.11.3868-1407

www.ladavenda.com.br