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JAMAICA PLAIN

## JP restaurant Aurum to be featured in new Food Network TV series 'Buy This Restaurant'

Posted by Matt Rocheleau February 4, 2014 04:19 PM

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By Matt Rocheleau, Boston.com Staff

A new Jamaica Plain restaurant will be featured on the second episode of a new Food Network television series about aspiring restaurateurs searching for the ideal space to open.

Aurum, which opened in the Hyde Square section of JP last month, will be the star of the “Buy This Restaurant” episode scheduled to air on Wednesday Feb. 12 at 9 p.m., the cable network said.

In each episode of the series, which is scheduled to make its debut on Wednesday, Feb. 5., commercial real estate expert Keith Simpson shows a restaurant rookie three different properties that could work for their concept, according to the network.

“From a turn-key operation complete with supplies but little room for creativity to a vacant, dilapidated space that needs renovation but has tons of potential, Keith helps the newbies secure the foundation to run the restaurant of their dreams,” the network said in a press release.

“Owning a restaurant is the new American dream and we wanted to capture the exciting, yet crucial first steps of launching that dream into reality,” said a statement from Food Network general manager and senior vice president Bob Tuschman.

The episode featuring Aurum has been dubbed “Boston Baked Dreams.”


“The son of a baker, [owner] Matt [Virzi] has always had a connection to the food industry,” said an episode description provided by the network. “After years of working as a restaurant manager and chef, Matt and his partner Andrea are opening their own Lebanese pie shop—a unique treat they hope will become a booming Boston trend. Restaurant broker Keith Simpson is brought in to help the pair find a small space where they can build a substantial take-out business. Keith takes them on a tour of Beantown including Matt’s evolving neighborhood, a hot wings place near Harvard University and a former pizza joint in an affluent suburb.”

Virzi and manager Andrea Belanger, both JP residents, [opened last month](#) at 377A Centre St.

The restaurant features dishes inspired by the Lebanese meat pies and Syrian dough pockets they ate during their respective childhoods in Massachusetts – Belanger is grew up in Fall River, while Virzi is from Worcester.



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The menu also includes fresh juices, smoothies, vegetarian meals, salads, and soups.

E-mail Matt Rocheleau at [matthew.rocheleau@globe.com](mailto:matthew.rocheleau@globe.com).

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