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'Brooklynized' Bagels Arrive At S. Beverly Drive



HEALTHY BAGELS—Original Brooklyn Water Bagel Co. CEO Steven Fassberg (left) and President Scott Harris open their first West Coast location in Beverly Hills today. Courier photo by Brenton Garen

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By Brenton Garen

The smell of fresh baked bagels will be wafting from the Original Brooklyn Water Bagel Co. as it opens its first West Coast location today at 262 S. Beverly Dr.

What makes its products so unique is a 14-stage in-store treatment system that "brooklynizes" the water, according to CEO Steven Fassberg.

He said the technology allows the store to create New York tasting products including bagels, pizza, sandwiches and muffins.

"More importantly that dough is made with that water is the healthiest water on the planet," Fassberg said.

"It's about health, it's about taste. We put the water in everything in the restaurant like ice cubes, coffee, soda, soup, for stock and we also bottle water to sell on premise."

Broadcaster Larry King has taken on the role of spokesman and area developer for the Original Brooklyn Water Bagel Co., so there's a good chance you will see him often at the restaurant.

It will be open daily from 6 a.m. to 10 p.m.

Unique Visitors: 15,053

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