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<http://www.pbpulse.com/dining/breakfast/2009/08/03/original-brooklyn-water-bagel-co-open-in-delray-beach-aug-10/>

Original Brooklyn Water Bagel Co. open in Delray Beach Aug. 10



As anyone who has ever been in the New York area knows, Brooklyn bagels have a unique taste and quality – and thanks to a patented water process – the bagels are now available in Delray Beach.

The Original Brooklyn Water Bagel Co. is launching its first restaurant on Aug. 10 at 14451 S. Military Trail. The restaurant will serve breakfast, lunch and early dinner, bottling Original Brooklyn Water – and where patrons can watch as bagels are made fresh all day.

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The first 100 customers at the grand opening Aug. 10 will receive a gift of ½ dozen bagels, a bottled six pack of Original Brooklyn Water and a bag of Brooklyn's Best coffee, a medium roast specially blended by Boca Java. The Delray Beach restaurant opens at 6 a.m.

Many have attempted to recreate New York bagels without success. Until now. When President and CEO Steven M. Fassberg realized the water made the bagel, he sought and obtained the exclusive rights to the patented technology that can replicate Brooklyn water from any water source.



Using that water, the company has developed their own unique proprietary bagel recipes producing a true Brooklyn bagel, with a thin, crusty exterior that's golden brown and moist, but not doughy. The Original Brooklyn Water is used for all the restaurant's food and beverages and is bottled and sold at the restaurant.

The 3,000-square-foot Delray Beach store – adjacent to the company's headquarters – will be open 6 a.m. to 7 p.m. daily and will seat 108 customers. The restaurant features a glass-

enclosed display of bagels being made, starting with a station for the technology that recreates Brooklyn water and moving to stations where the water is chilled to the proper temperature, the dough is mixed, shaped, boiled in Original Brooklyn Water, cooled, seeded and baked. The Original Brooklyn Water Bagel Co. in Delray Beach also assists residents in Hurricane preparedness, offering up to 5 gallons of water free when a boil-water alert is declared.