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The Original Brooklyn Water Bagel Co. to Open Its First Stand-Alone Restaurant in Broward County Company Plans September Opening of Hollywood Location

Boca Raton, Fla. (Aug. 09, 2011) – The Original Brooklyn Water Bagel Co., the pioneering bakery/cafe restaurant that creates Brooklynized™ water for use in all of its food, beverage and bakery products, today announced plans to open its first stand-alone restaurant in Broward County. The new restaurant at 2877 Stirling Road, Hollywood, is scheduled to open in late-September.

“The Original Brooklyn Water Bagel Co. restaurants in Palm Beach and Miami-Dade counties and in other parts of the country have attracted large followings, and we’re confident we’ll see the same type of demand in Broward,” said Deirdre Bowdish, president of Allen Bowdish Company Inc., who along with partner Frederick B. Allen are the franchisees opening the new location. “In the near future, we’re also looking to open several more restaurants in Fort Lauderdale, Hollywood and other parts of the county as the company continues its explosive growth.”

As with all of its restaurants, the new location on Stirling Road will house the company’s proprietary water-treatment system to create Brooklynized™ water on site. The company uses the water in making bagels and all of its other products, including soft drinks, private label coffee, soups and even its ice cubes to ensure top-quality consistency and healthy preparation each and every time.

The menu will include the traditional Plain, Sesame or Poppy Seed bagels that so many customers love, in addition to the nouveau-style Multigrain Sunflower, Whole Wheat Everything and Omega-3 (made with flax seeds and cranberries in whole wheat) bagels. Customers can opt for delicious Bagelwiches and Brooklyn Pizza Melts on oven-fresh bagels. They can also experience the original Scooper Melts™ – an oven-fresh bagel expertly scooped to the crispy interior and filled with the customer’s choice of meat, cheese, vegetables and condiments, then baked to melted perfection. In addition, the restaurant will offer an extensive catering menu for any occasion.

“This area of Hollywood lacks a quick service restaurant offering top-quality café and bakery products at a good price,” said Steven M. Fassberg, president and chief executive officer of The Original Brooklyn Water Bagel Co. “We’re going to be providing area residents and businesses with an excellent choice for any meal during the day, social gatherings or an important business meeting.”

Allen Bowdish Company Inc. joins a fast-growing group of franchisees that includes Larry King, the legendary broadcaster who in April opened the first West Coast Original Brooklyn Water Bagel Co. restaurant in Beverly Hills, Calif.

About The Original Brooklyn Water Bagel Co.

Founded in 2009 in Delray Beach, Fla., The Original Brooklyn Water Bagel Co. is positioned to revolutionize the quick service food industry worldwide. With proprietary water technology that creates Brooklynized™ water, the company allows its franchises to produce a distinctive Brooklyn bagel anywhere in the world. The Original Brooklyn Water Bagel Co. is presently selling franchises throughout the country using the Development Agent model. For more information, call 877-BAGEL-80 or visit www.brooklynwaterbagels.com.