



**TIME OUT MARKET NEW YORK WELCOMES ESS-A-BAGEL - THE  
QUINTESSENTIAL NEW YORK BAGEL - TO ITS ECLECTIC VENDOR PORTFOLIO**  
*Ess-a-Bagel (Yiddish for "Eat a bagel") will be Time Out Market New York's  
First Bagel Concept*



**NEW YORK, September 22nd, 2021** — Time Out Market, the world's first food and cultural market based on editorial curation, is excited to welcome Ess-a-Bagel to [Time Out Market New York](#). On **Tuesday, September 28th**, Ess-a-Bagel will join the Market's impressive showcase of culinary offerings, alongside other homegrown heroes and local favorites, bringing the soul of the city to life.

Fresh for the fall season, the launch of Ess-a-Bagel marks the brand's first location in Brooklyn and the Market's first bagel concept. Established in 1976 by Florence and Gene Wilpon, Ess-a-Bagel's legacy is one of New York's most famous bagel purveyors, and is continued by Florence's niece, Melanie Frost.

"We are pleased to welcome Ess-a-Bagel--one of New York's most beloved bagel shops and an iconic part of this city--to Time Out Market New York," said **Scott Ubert, General Manager, Time Out Market New York**. "It is an ideal addition to our carefully curated showcase of delicious cuisine, craft cocktails and local cultural experiences that capture the flavor and essence of New York, under one roof."

"We are thrilled to be opening a location at Time Out Market New York. As a family owned and operated business with a loyal following, this is very exciting for us. Our goal has always been to increase Ess-a-Bagel's presence throughout New York City and beyond, with additional locations throughout the five boroughs and the Tri-state area, says **Melanie Frost, Chief Operating Officer, Ess-a-Bagel**. "Time Out Market New York is a spectacular partner for us. We look forward to "spreading" the word and our bagels to all of our friends, neighbors and visitors throughout Brooklyn."

Located on the ground floor of the Market and open for breakfast onwards, the menu will feature the brand's iconic hand-rolled bagels, signature spreads and fresh sandwiches, as well as assorted baked goods and a full coffee menu. Among the most popular dishes is *Melanie's Favorite* - Whitefish Salad, slices of Nova, sliced tomatoes, lettuce, onions on a bagel of choice as well as classics such as a *Turkey Club*, and *Large Black and White Cookies* for those desiring a sweet treat.

Situated along the iconic DUMBO waterfront in Brooklyn, Time Out Market New York offers guests a wide range of culinary and beverage options amidst a breathtaking backdrop of the Manhattan

skyline. The Market's setting offers stunning panoramic views with a choice of indoor and outdoor seating, including a fifth-floor rooftop terrace. The Market's three main bars enhance the culinary concepts with seasonal craft cocktails, beer, wine and handcrafted non-alcoholic beverages.

– Ends –

**Notes to editors**

**For more information please contact:** Bacchus Agency // [timeoutmarket@bacchus.agency](mailto:timeoutmarket@bacchus.agency)

**About Time Out Market**

Time Out Market is the world's first editorially curated food and cultural market, bringing the best chefs, restaurateurs and unique cultural experiences of the city together under one roof. From cooking classes with top chefs, to installations from local artists and live entertainment, Time Out Market captures and celebrates the soul of the city.

The first Time Out Market opened in 2014 in a historic market hall in Lisbon, quickly turning into the most popular destination in the city with 4.1m locals and tourists visiting in 2019. The success of Lisbon brought further expansion into North America, with Time Out Market opening in five major cities in 2019: Miami, New York, Boston, Chicago and Montreal. In 2021, Time Out Market entered into the Middle East with Time Out Market Dubai, and more Time Out Market locations are in the pipeline including Porto, Abu Dhabi and Prague.

Time Out Market is part of Time Out Group, the global media and hospitality business.