



Ess-a-Bagel Now Available for Doorstep Delivery in the Hamptons
Iconic New York City Based Bagel Company Makes Major Moves
to Meet Demand on the East End

New York, NY, August 17, 2020 – Ess-a-Bagel, the well-known New York institution for what many consider the ‘best bagel’ in New York City, announced today that its famous bagels and delicacies are now available for delivery to the Hamptons. Starting this month, customers can now order their favorite bagels, spreads, and newly created **Ess-a-Bagel Hamptons Packages** right to their doorsteps. Founded in 1976, Ess-a-Bagel has always been a favorite among New Yorkers, who grab breakfast on the way to work or pick up big orders before heading east for the weekend. With everyday life changing, the company has set up new distribution methods to bring all their well-known favorites to peoples’ doorsteps. “We worked hard to figure out how to bring our bagels to our loyal customers,” says Melanie Frost, chief operating officer and second-generation owner of Ess-a-Bagel. “Many of our regular customers have now moved indefinitely to the east end and we wanted to make sure to reach them wherever they are.” The company is also determined to give back to the local community. “We understand there are many people that need help right now,” Frost adds. “We are actively exploring how we can support the local community in conjunction with this new initiative.”

Ess-a-Bagel has always planned to bring its products directly to the Hamptons, but COVID-19 has expedited the company’s plans. Ess-a-Bagel has faced hard times before. The company was founded when Frost’s uncle lost his doughnut shop lease in Brooklyn and found an opportunity to open a bagel shop in New York City. “Owing to recent events, Ess-a-Bagel quickly pivoted its business: it is being creative and staying strong, which includes teaming up with other restaurants to help one another,” Frost explains. In addition to working with its many existing restaurant partners for local and nationwide delivery, Ess-a-Bagel has teamed with **Juice Press** for distribution to the Hamptons. “Local New York City businesses will undoubtedly come back stronger than ever, but we need to help each other get through this difficult period. Ess-a-Bagel is a NYC institution and we are proud to team up and share distribution resources in order to help one another. It is also better for the carbon footprint,” says Michael Karsch, CEO of Juice Press.

According to the New York City Hospitality Alliance, restaurants and bars in New York City are struggling and have lost more than \$120 billion in revenue since the city shut down. “They’re really scrambling, trying to figure out what to do in this new world,” says Andrew Rigie, executive director. “Ess-a-Bagel’s alignment with Juice Press is a prime example of how to partner with others to fulfill consumer demand, survive and thrive,” adds Rigie.

Now consumers can order from Ess-a-Bagel for delivery on Tuesdays, Fridays, Saturdays, or Sundays and have items delivered to their homes. Fun and practical packages were created for the Hamptons, such as *The Ess-a-Bagel Hampton Weekender*, *Daytripper*, *Veggie Delight*, *Lox of Love*, and others, including a special *Kids Package* and delivery costs are built into the price of all packages. “We wanted to make it convenient for our fanbase to get our products.” Customers can go directly to Ess-a-Bagel’s website at www.ess-a-bagel.com and order from the newly created Hamptons menu.

Going beyond distribution partners, the company will team up with local organizations to offer assistance and to create long-term partnerships in the community that will remain for years to come. Giving back is an integral part of Ess-a-Bagel’s history, having given donations over the years to many causes. In recent months and since the onset of COVID-19, the company has provided food donations, breakfasts and lunches to numerous hospitals and charitable organizations throughout NYC and the Tri-State area.

Ess-a-Bagel is currently working with companies that have offices in New York City and the surrounding boroughs. “We have created a big *Welcome Back to Work* campaign,” says Melanie Frost. We know it’s a different world now, so we are collaborating with firms to meet their individual needs – from offering more ‘grab and go’ items to catering individually-wrapped breakfasts, lunches and dinners. We are ready when New York City is ready.”

Ess-a-Bagel can be ordered on its Website at www.ess-a-bagel.com, by phone at 212-980-1010, and is available for nationwide shipping through Goldbelly. Jewish Holiday and corporate catering will also continue to be available. As the late Florence Wilpon, founder of Ess-a-Bagel, always said, “Ess-a-Bagel was my baby and was made with a lot of love.” “We are ready for the ‘new normal’ but Ess-a-Bagel will continue to bring that same love and comfort food to people during these difficult times,” said Melanie Frost.

About Ess-a-Bagel

Ess-a-Bagel was established in 1976 by Florence and Gene Wilpon and Florence's brother Aaron Wenzelberg. Coming from an Austrian baking family, the art of baking or crafting the perfect bagel came naturally to them. Within two years of opening, Ess-a-Bagel was voted #1 in the Tri-State area and had attracted a loyal following. In 1992, Ess-a-Bagel expanded and opened its second location in Midtown Manhattan, further spreading the love and tradition of hand rolled bagels and spreads. In 2019, Ess-a-Bagel opened a third location right down the block from Penn Station. Ess-a-Bagel does not use any animal products (no milk or eggs) in its bagels and they are nut-free as well as certified kosher by Tablet-K. Loyal customers have enjoyed the delicious offerings at Ess-a-Bagel for 44 years, creating lasting memories with delicious meals and enjoying the classic bagel and shmeor for generations.

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