

BEVERLY HILLS COURIER

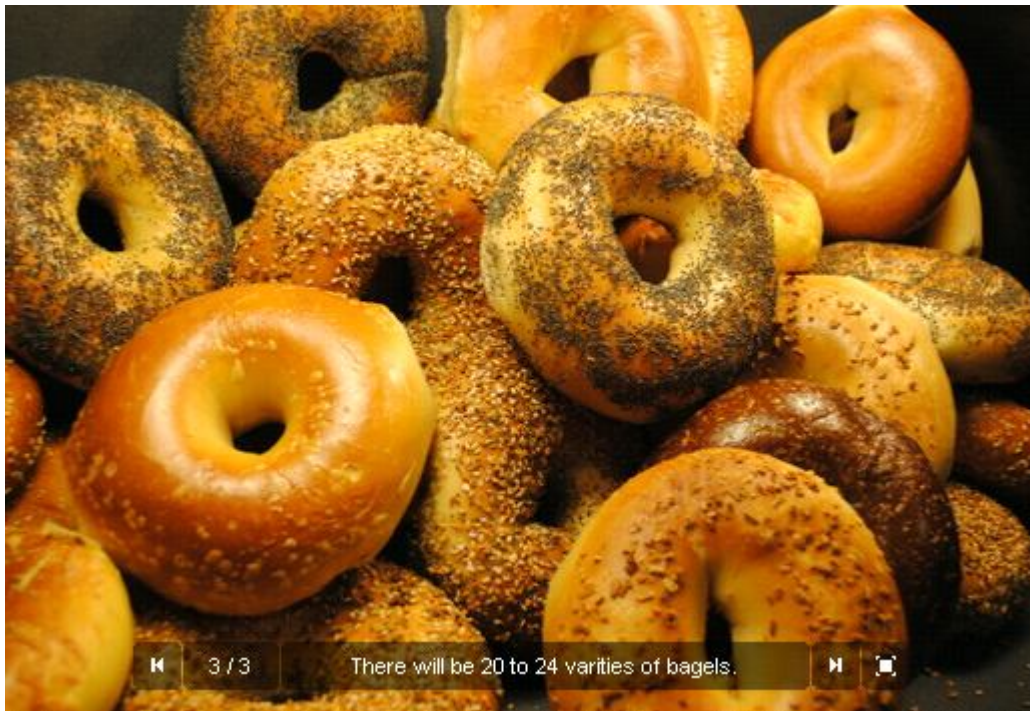
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August 10, 2010

Brooklyn Water Bagels will have Beverly Hills begging for more



THE ORIGINAL BROOKLYN WATER BAGEL CO.
An artist's impression of the new store front.



Posted Tuesday August 10, 2010 - 11:30am

By Brenton Garen, Beverly Hills Courier

Beverly Hills residents and tourists will soon be munching on some of the most high-tech and healthiest bagels on earth.

That's because The Original Brooklyn Water Bagel Co. plans to open its first West Coast location on South Beverly Drive by year's end.

According to President Steven Fassberg, the key to a great bagel is the quality of the water in the product.

His current Florida-based stores use leading proprietary technology when it comes to water treatment units, which only big pharmaceutical and chemical companies have used up until now.

"We view this as an invention as much as a concept," Fassberg said.

"For the first time in history, we can manufacture New York Brooklyn products - bakery goods, pizza, bagels, and water - outside of New York that's actually a better quality version of New York water."

Fassberg said New York water was great for baking, but it was not the healthiest as it's exposed to lead pipes dating back to the 1920s.

He said New York water was also heavily treated with chlorine, ammonia and fluoride, which are all able to be removed through its high-tech treatment unit for his products.

"What we've done it brought together perfect two parts hydrogen, one part oxygen to produce laboratory grade water with the perfect taste profile of a New York product," he said.

"And then we added back the minerals that effect baking to actually create perfect bagels anywhere in the world."

There will be between 20 and 24 low-calorie bagels on offer – many of them using oat brands, wheat brans, multi-grains, omega 3s, healthy nuts, berries, cashews, walnuts, almonds and flax seeds.

The treated water will also be used in coffee, soda, ice cubes, soup stock and every other item on the menu that uses water.

The new store is expected to open this November or December.

Its location will be the former Koo Koo Roo restaurant at 262 South Beverly Drive.

Unique Monthly Visitors: 6,973

http://www.bhcourier.com/article/Local_News/Local_News/Brooklyn_Water_Bagels_will_have_Beverly_Hills_begging_for_more/70610