

FOOD & FOOD EQUIPMENT NEWS

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Larry King Joins The Original Brooklyn Water Bagel Co.

Larry King, who recently announced he is departing CNN's "Larry King Live," is moving on to assist in franchise development and international growth for The Original Brooklyn Water Bagel Co. The quick service restaurant chain creates Brooklynized water which is bottled and sold at the restaurants and used in all its products - from its authentic Brooklyn water bagels to sandwiches to freshly ground roast gourmet coffee and iced coffee made with real iced coffee cubes.

As part of the team, King will play a key role in promoting the company in print, radio and internet promotions. He will also develop the franchise territory in the Southern California region with plans to open its first location in Beverly Hills. The company has aggressive expansion plans with locations in the development phase across the country. He also agreed to assist with the company's domestic and international franchise seminars and training.

For King, interest in The Original Brooklyn Water Bagel Co. went deeper than the connections to his youth and early career. King carefully and diligently selected the company after learning about their dynamic executive management team and aggressive expansion plans.

Restaurants and the food industry played a role early in King's career. He started his talk show by interviewing anyone who walked in to Pumpernik's Restaurant in Miami Beach. His first interview was with a waiter. Days later, the singer Bobby Darin, in town for a concert, walked into the restaurant and became King's first celebrity interview.

Unique Monthly Visitors: 491

<http://www.foodequipmentnews.com/2010/07/larry-king-joins-the-original-brooklyn-water-bagel-co-.html>