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Larry King signs on with The Original Brooklyn Water Bagel Co.

by Allison Ross

The Original Brooklyn Water Bagel Co., based in Delray Beach, has landed famed talk show host Larry King to be both a promoter and a franchisee of the restaurant.

The suspenders-clad host, who recently announced he is leaving CNN's Larry King Live show, will develop the franchise territory in the Southern California region with plans to open its first location in Beverly Hills. He'll also promote the restaurant to the media, the company said in a statement.

The Original Brooklyn Water Bagel Co. currently only has its flagship store here in Delray Beach. It's known for making its bagels using water that's been engineered to replicate the water in Brooklyn, N.Y.



Larry King, center, with Steven Fassberg, left, president and chief executive of The Original Brooklyn Water Bagel Co., and Scott Harris, chief operating officer.

"I was intrigued to hear about the technology behind Brooklynized water as many people thought it couldn't be done," King said in a statement. "But after experiencing the product first hand, Brooklyn Water Bagel brought back childhood memories - one bite and I was back in Brooklyn."

Unique Monthly Visitors: 106,528

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