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## **Chef Allen: Culinary Catch for Brooklyn Water Bagel** *South Florida Chef Allen Susser an Ingredient to Advisory Board*

DELRAY BEACH, Fla. (XXX, 2010) – The Original Brooklyn Water Bagel Co., the fast-growing restaurant whose quick-serve fare is based on Brooklynized™ water, welcomes James Beard Award recipient Chef Allen Susser to its advisory board, an illustrious roster of industry leaders. Susser is owner of the acclaimed Chef Allen's in Aventura and consulting chef at Taste Gastropub in Delray Beach, Jade Resort in St. Lucia and Chef Allen's To Go at the Fort Lauderdale-Hollywood Airport.

"Chef Allen's creative culinary innovation and visionary background is an expertise that is an imperative ingredient in the advisory mix at The Original Brooklyn Water Bagel," said Steven M. Fassberg, CEO and President. "He is a devotee to good taste and will be a lightening bolt of great ideas as we continue to refine original and delightful menu offerings for our guests."

Susser established his culinary viewpoint with the debut of groundbreaking Miami restaurant Chef Allen's in 1986. He has garnered a long list of prestigious awards, including in 1991, when *Food & Wine* magazine named him "One of the 10 Best New Chefs in America." He was a recipient of the coveted James Beard Award as Best Chef in the Southeast in 1994. In 1997 and again in 1999, Chef Allen's received a "Top Table" award from *Gourmet* magazine. A longtime chairman of Taste of the Nation/Share Our Strength, Susser has helped raise millions for South Florida's needy. Susser has been featured in *Bon Appetit*, the *Wall Street Journal*, *Time Magazine* and *Food Arts*, among many others. He has been a frequent guest on NBC Today, the CBS Early Show, PBS and the Food Network.

Susser is a member of the Advisory Board of the James Beard Foundation, and a member of the boards of the American Institute of Food & Wine. He is President of the Miami chapter of the Florida Restaurant and Lodging Association. Susser is the author of *New World Cuisine and Cookery* (Doubleday, 1995), *The Great Citrus Book* (Ten Speed Press, 1997) and *The Great Mango Book*, (Ten Speed Press, 2001). He publishes a monthly e-newsletter *Savvy* at [www.chefallens.com](http://www.chefallens.com)

The Original Brooklyn Water Bagel, where fare is "All About the Water," has other big names on its advisory board, including Chairman Larry Feldman, Subway's largest development agent, and Alfred J. Lipshultz, president and CEO of Aquathin Corp. – the technology behind the Original Brooklyn Water Bagel.

### **About The Original Brooklyn Water Bagel Company**

The Original Brooklyn Water Bagel Company is positioned to revolutionize the quick service food industry worldwide. It owns the patented water technology that recreates Brooklyn water, allowing its franchises to produce a distinctive Brooklyn bagel anywhere in the world. The water is also used for everything from Coca-Cola to freshly roasted private label gourmet coffee to ice cubes. The company is presently selling franchises throughout the country using the Development Agent model. Larry Feldman, who was instrumental in the creation of this model, is an Original Brooklyn Water

Bagel Co. advisory board member and CEO of SUBWAY® Development Corp. For more information, call 877-BAGEL-80 or visit [www.brooklynwaterbagels.com](http://www.brooklynwaterbagels.com).

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