

## **Brooklyn Fare Kitchen & Market Coming to Manhattan's Upper West Side at 75 West End Avenue**

**New York, New York, January 12, 2021** --- Brooklyn Fare Kitchen & Market is pleased to announce its fourth location at 75 West End Avenue between 62nd and 63rd Streets in the Lincoln Square neighborhood of Manhattan's Upper West Side. The full-service grocery store has signed a long-term lease with The Brodsky Organization for the space.

Known for its unrivaled selection of fresh produce, quality products, and everyday grocery items, Brooklyn Fare is a trusted name in the local grocery scene with two Manhattan locations, West Village and Hell's Kitchen, and its flagship store in Downtown Brooklyn.

Offering weekly deals, manager's specials, a quarterly magazine covering food trends, store coupons, and a loyalty program where shoppers can earn points that can accumulate for savings off of future purchases, Brooklyn Fare also works with WIC, SNAP, and EBT programs and offers online shopping at BrooklynFare.com and phone orders with free local delivery within ten blocks.

Brooklyn Fare signed a lease with The Brodsky Organization for the 21,000 square foot space. The space which formerly housed Western Beef, will be completely refurbished, and is expected to open Summer 2021. Until the store's opening, Brooklyn Fare will offer free delivery from their Hell's Kitchen location to addresses within ten blocks of 75 West End Avenue.

"The Upper West Side of Manhattan is a wonderful and storied part of New York City and our team is very excited to have the opportunity to serve this diverse and vibrant neighborhood. We are committed to providing our customers with the highest standards of products while maintaining affordability and convenience and also doing our part in helping the surrounding community and families thrive," said Moe Issa, CEO of Brooklyn Fare.

"We are so pleased to be bringing a full-service, quality grocery store to this community. As it has become more apparent over the past year, grocery stores are really the heart of our communities in New York City. The ownership of Brooklyn Fare has a proven track record of welcoming and respectful service that meets the needs of the communities in which they operate in," said Alexander Brodsky, Principal of The Brodsky Organization.

Details on grand opening celebration and new store incentives will be announced soon via in-store signage, social media, and online at BrooklynFare.com.

### **About Brooklyn Fare**

Founded in 2009 in Downtown Brooklyn, Brooklyn Fare is the vision of Moe Issa, who was raised in the neighborhood and realized that there was a need for a quality grocer after driving a local truck route for Pepsi throughout the 1980's and 90's. With his commitment to bringing an outstanding selection at affordable prices to the community, Moe opened his first store at the corner of Schermerhorn and Hoyt Street. In addition to the groceries, the Brooklyn store also housed the celebrated tasting menu restaurant, Chef's Table at Brooklyn Fare, which went on to become the borough's only Michelin three-star restaurant before it relocated to Manhattan in 2016.

Family owned and operated, Brooklyn Fare merges Moe's vision of providing high quality foods with familiar products in a convenient and approachable shopping experience. The concept took hold, and he successfully opened his first Manhattan location at 431 West 37th Street in the Hell's Kitchen neighborhood and a second at 666 Greenwich Village in the historic Archive Building.

The new space at 75 West End will be Brooklyn Fare's first location on the Upper West Side. For more information, please visit [www.BrooklynFare.com](http://www.BrooklynFare.com) or follow us on Instagram @BrooklynFare.