



THE FIVE BOROUGHES

It's not just retail that's discovered the opportunities in New York City's outer boroughs – restaurants increasingly are crossing our rivers to find more affordable locations, and a young and affluent population ready to dine in style. Just take a look at the exceptional new eateries around town – and a store or two, as well!



In *Brooklyn*, new dining options seemingly are multiplying exponentially. **Shalom Japan** has debuted at 310 South 4th Street in Williamsburg, as has **Fitzcarraldo** at 195 Morgan Avenue. In Greenpoint, **Luksus** features Nordic cuisine at 615 Manhattan Avenue. Cobble

Hill has the **Whiskey Soda Lounge**, 115 Columbia Street, while nearby Red Hook is coming back from Superstorm Sandy with the reopening of the **Home Made** wine bar at 293 Van Brunt Street. DUMBO will see the return of **The River Café** (1 Water Street). **The Atrium DUMBO** has replaced Governor at 15 Main Street. **Saul** will relocate from Cobble Hill to the Brooklyn Museum (200 Eastern Parkway).

Local reports say the former Mazelle at 257 Starr Street will become **HiHello**, a restaurant shop. **Blue Bottle**, from San Francisco and New York, will open another coffee café at 85 Dean Street. On the retail side, **Beacon's Closet** is relocating from Williamsburg to 74 Guernsey Street in Greenpoint.



In Manhattan, the overhaul of the legendary **King Cole Bar** in the St. Regis Hotel (2 East 55th Street) debuted in October. The **Cecil** will bring Afro-Asian-American cuisine to 210 West 118th Street. Steakhouse **American Cut** from Iron Chef Marc Forgione is opening shortly at 363

Greenwich Street. Another Iron Chef, Geoffrey Zakarian, will have assumed control of the restaurants at the **Plaza Hotel** (768 Fifth Avenue) by year-end. The former Elaine's (1703) will become the **Writing Room**, featuring American cuisine. **Bobby's** debuted in Meatpacking

at Washington and Gansevoort on October 15. **Brooklyn Fare** crosses over to Manhattan at 431 West 37th Street sometime in November. The **Alexander McQueen** flagship just opened at 747 Madison Avenue.



In Queens, Astoria has seen a slew of openings: **Snowdonia**, a gastropub at 34-55 32nd Avenue; **Tamashii Ramen** at 29-05 Broadway; **Mars** at 34-21 34th Avenue; and **Milkflower** at 34-12 31st Avenue. Andre Balazs reportedly will bring his magic hospitality touch to the former TWA terminal at JFK Airport, to be called **The Standard, Flight Center**.

Meanwhile, Terminal 2 will feature a number of new eateries: **Due Amici**, spaces for sushi, pizza, a coffee shop, and Laurent Tourondel's **BRKLYN Beer Garden**. At 43-15 Crescent Street in Long Island City, **M.Wells Steakhouse** will debut by the holidays. It will join neighborhood newcomers including Crescent Grill, at 38-40 Crescent Street and Woodbines at 47-10 Vernon Boulevard.



In Staten Island, dining continues its post-Sandy comeback. Prhyme Steak House has been replaced by **Salute**, boasting an Italian menu at 412 Forest Avenue. Find Caribbean cuisine at the new **Wazobia** at 611 Bay Street, and American fare at the just opened **Bisslee** at 1777 West Shore Plaza. **Verrazano Grill** has taken the former Darina Café location at 628 Midland Avenue. Get a bit of the tropics at **Tiki Island**, 225 Ellis Street, the only Tiki bar in the borough.



In the Bronx, the **Opera House Hotel**, billed as the borough's first luxury boutique hostelry, opened at 436 East 149th Street.

Happy Fall & Happy Shopping!

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