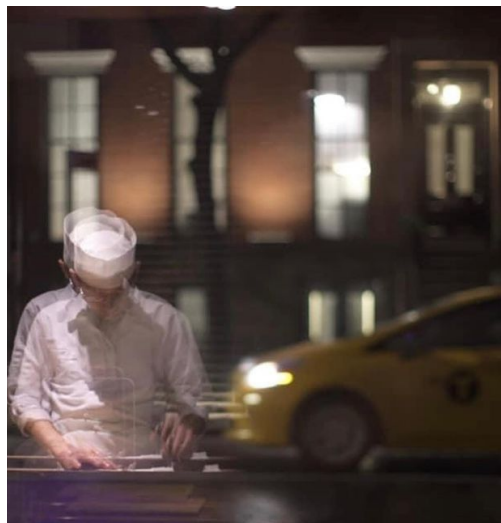
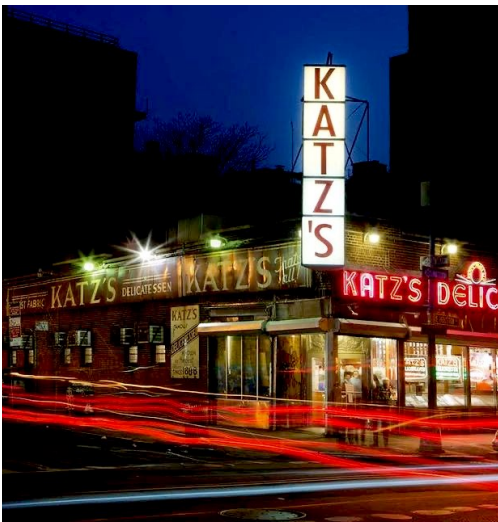




The New York City
Food & Beverage scene



H-Hospitality
February 2023
With very special thanks to
Agata Maria Jaxa-Bykowska



ABOUT H-HOSPITALITY

H-Hospitality (founded in 2005) is a forward thinking concept and design studio with a team of dedicated young professionals that want to make a difference in the hospitality industry. Our spirit is entrepreneurial and we have a passion for hospitality in the broadest sense.

We deliver inspiring environments that are operationally sound, within budget and on time.

Our one stop approach, from research to opening, promises a hassle free development process.

We approach the hospitality business from two main angles; the conceptual angle and the investment angle, both equally important. Conceptually our approach starts with the market orientation, followed by concept creation, interior design and operational execution. Our hotel investment activities concentrate on feasibility studies, deal making, business optimisation and asset management.

From our offices in Amsterdam we oversee the European, Middle Eastern and African markets.

Our clients are business and real estate owners, investors, operators and developers seeking to create inspiring and sustainable hospitality businesses.

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INTRODUCTION

New York is a city of contrasts. With more than 800 languages spoken, New York is the most linguistically diverse city in the world. Home to countless nationalities, languages, regions, and origins. A truly ethnically diverse metropolis and a “melting pot” of different cultures to which many decided to bring their home flavors, making the city’s diverse dining scene a constantly evolving trendsetter.

The city adds around 1,000 new restaurants each year. With over 24,000 establishments in 2022, New York City can be proudly placed as the city with the highest number of restaurants. According to data from Open Table, with over 300 restaurants per 100,000 residents, you could eat at a different spot once a day for 22.7 years.

There are 72 restaurants in New York awarded with a Michelin star, 55 with one, 13 with two, and 5 with three stars. The fine dining scene ranges from the city’s icons that do not need a further introduction, such as *Eleven Madison Park*, *Le Bernardin*, *Daniel* or *Per Se*, to newer concepts that brought freshness and innovation to the fine dining scene, like *Chef’s Table at the Brooklyn Fare*.

New York is full of city staples that will not taste the same anywhere else in the world, such as a cream cheese and lox bagel, pastrami sandwiches, the New York Strip Steak, New York style pizza, or their famous cheesecake. Some foods were even born in the city, including Eggs Benedict, Waldorf Astoria salad, baked Alaska, chicken and waffle or Bloody Mary, to name a few.

Think of any cuisine in the world, and you will find it in New York. New Yorkers clearly enjoy European food, and while Italian and French restaurants remain the most present, any European country will probably find its home food on the city’s dining scene.

As a truly cosmopolitan city, the choices are endless whether one fancies a Latin, Indian, Mexican, Chinese, or Japanese feast. The diversity of people reflects the diversity of culinary directions.

This report covers different trends and concepts in New York’s dining scene, from fine dining to more casual ones. It starts by commenting on New York’s iconic places, seafood restaurants and modern American cuisine. Then the research shows the ethnic diversity of New York’s restaurant scene with different cuisines from all over the world. Starting with Europe and a focus on Modern European, French and Italian gastronomy. Moving on to the Middle East and Latin America with a focus on Mexican food. From Asian cuisine, the paper mentions places serving Indian, Chinese, Japanese, Korean, Thai, and Vietnamese dishes as well as fusion creations. Then we move on to the emerging cuisines, including Hawaiian or South African and new unique concepts that blend rather unconventional cuisines. Lastly, we dive into the fine dining scene, Michelin-starred restaurants and the creations of world-renowned chefs. The paper also mentions the plant-based and health movement, the phenomenon of brunch, and the reinvented tradition of Afternoon tea.

For a sweet finish, the dessert chapter mentions some of the iconic and sweetest spots in New York City. Moving from a focus on food to beverages, we will discuss the best bars in New York, the concept of speakeasies, and the hottest rooftop spots. Lastly, we will mention places offering beverage pairings with a particular focus on wine bars but also show some more daring and innovative concepts.

Indeed, this paper is only a drop in the endless ocean of the rich culinary scene of New York City. Nevertheless, it does provide a general overview, mention concepts that have received international recognition, as well as a couple of personal favorites.



ICONIC PLACES

When thinking about must-try foods before leaving New York, bagels, New York-style pizza, pastrami on rye at *Katz's*, and chicken and waffles will definitely be mentioned. One must also try authentic soul food found in Harlem and visit an American diner for the ultimate comfort food. The challenge lies in distinguishing tourist traps from the places where lines are formed for a reason.

"I'll have what she's having." This iconic quote from *When Harry met Sally*, without a doubt, raised the popularity of Jewish delis.

But their origins started long before, in the mid-1800s, and quickly transformed from pushcarts to the restaurants we know and love today. Its initial purpose was to provide food from back home to other immigrants and a sense of community. Delis became a home away from home.

One of the most recognizable ones, *Katz's*, started in 1888 as a small kosher deli named Iceland Brother. Upon the arrival of Willy Katz in 1903, the name evolved to "Iceland & Katz," and when in 1910, Willy's cousin Billy joined, they officially formed *Katz's Delicatessen*. To this day, the place is full of people waiting patiently to try the famous pastrami that takes up to 30 days to cure, which makes the final dish so special.

Another great example known for the highest quality appetizing foods: smoked fish, caviar, bagels, bialys, and babka is *Russ & Daughter*, a place with a story. Started almost 120 years ago by a Jewish immigrant from Strzyzow, Poland, who peddled herring from a pushcart in the Lower East Side neighborhood of New York, the place quickly

became a culinary and cultural icon and a fourth-generation family legacy. As people became more health conscious, immigration slowed down, and so did the cultural transmission of Jewish values and cuisine, Delis throughout New York City started to shut down. However, in recent years, Delis have entered their new modernized era, with places such as *Mile End Delicatessen* or *Frankel's* being relevant examples. More traditional ones, such as the previously mentioned *Katz's* or *Pastrami Queen*, have been glorified in movies and TV shows and turned into a must-visit tourist destination. Delis are revitalizing while keeping tradition alive.

Moving on to another popular food with long-lasting history and traditional recipe, the New York bagel. What all famous bagel shops have in common are the highest quality ingredients, passion for food and dedication. When talking about the best bagels in New York, it is almost impossible not to hear names such as *Absolute Bagels*, *Ess-A-Bagels*, *Murray's Bagels*, or *Tomkins* alongside.

For a real cultural immersion, a stop at a breakfast diner is another must. A great example is operating since 1925 an NYC Luncheonette serving authentic American fare, the *Lexington Candy Shop*.

The best indulgent pancakes topped with butter and drowned in an excessive amount of maple syrup can be found at *Bubby's*, *Buttermilk Channel*, or *Clinton St. Baking*. A slightly bolder pairing of chicken and waffle accompanied by other comforting soul food

dishes can be found at *Ruth's* (Barack's Obama favorite), *Sylvia's*, or *Melba's*.

There is no conversation on fried chicken without naming the New York's king of pan-fried chicken, Charles Gabriel. This James Beard nominated chef and Harlem icon has been serving his famous pan-fried chicken at *Charles' Pan Fried Chicken* since 1990. Trying soul food Harlem is like a warm hug, a memory of your childhood favorite dish or a cup of tea on a rainy day. Some might say that no upscale restaurant can ever compete with that.

For more American favorites such as burgers, steaks, lobster buns, and toasted sandwiches (all accompanied by a large portion of fries), one should pay a visit to a traditional tavern or diner such as *The Odeon*, *Tavern on the Green*, *Empire diner*, *PJ. Clarke*, or *Jack & Charlie's no 118*.

Speaking of steaks, opened in 1885, *Keens Steakhouse* was a famous actor's hang-out spot who would show up in their full stage make-up between acts. It is now also the only surviving establishment in the Theater District. Famous for the most extensive collection of clay smoking pipes, mutton chops, and undoubtedly one of Manhattan's best prime-one steaks.

Yet another long-standing and iconic steak concept is *Peter Luger Steak House*. It is the city's third oldest operating steakhouse after *Keens* and *Old Homestead Steakhouse*. Added in 2002 to the James Beard Foundation's list of "America's Classics", rated the top steakhouse in New York since 1984 and a Michelin star establishment until

2022.

Smith & Wolensky, is another excellent steak destination, with 7 locations across America and two international establishments. Their menu focuses on USDA Prime dry-aged steaks, premium seafood, and award-winning wines. Lastly, it is also worth booking a table at *The Grill* (Major Food Group), *St. Anselm*, *Gallaghersor*, *Porter House Bar and Grill*, *Royal 35* or *Gage & Tolner* for the delicious meat feast. Or go to a little-known concept at *& Son*, a "Steakeasy" bar in the back of *Mel's burger bar*.

Let's not forget about Italy's biggest nightmare, the New York pizza, which has the same number of supporters as its opponent. The most popular, or as some might say, over-hyped slices are found at *Joe's Pizza*, also known to many as Peter Parker's workplace. Recognized for their Neapolitan rounds and Sicilian square pizzas, *Prince St. Pizza* or *Scarr's Pizza*, the only pizza-by-the-slice place milling its own flour in New York.

New York is full of concepts that cannot be found anywhere in the world. It's a city where you can listen to aspiring Broadway stars at *Ellen's Stardust diner*, indulge in a lobster feast at *Ed's Lobster Bar*, try an American classic mac and cheese and its creative variations at *SMAC* or visit *Jacob's Pickles* for a home-cooked meal revolving around beer, biscuits, and most certainly, pickles.



Russ and Daughters



The Odeon



Sweet chick



Prince St. Pizza



Empire diner



Ruth's



Katz's delicatessen



Clinton St. Baking



Charles's fried chicken

SEAFOOD

The lobster roll can be traced back to the twenties to Perry's restaurant in Milford, Connecticut, neighboring with the New York State. This toasted hot dog bun filled with fresh shredded lobster mixed with mayo is a simple yet delicious delicacy which nowadays can be found almost everywhere from food trucks to upscale restaurants. Without a doubt it is an icon on its own and the best lobster rolls can be enjoyed at previously mentioned *Ed's Lobster bar* as well as *Burger & Lobster*, *Aqua Boil* or in the more refined setting at *Maison Premiere*.

Oysters also seem to be yet another New Yorker favorite. A few places specialize in this aphrodisiac where Oyster platters are enjoyed alongside a glass of champagne in an elegant and glamorous setting. To name a few *Grand Central Oyster bar*, *Mermaid Oyster Bar* or *Maison Premiere* are all well-known oyster destinations.

The diversity in the seafood category cannot remain unnoticed. *Vestry*, a one-Michelin star restaurant, offers authentic seafood and a vegetable-focused menu with global influences. From the fine dining experiences at Michelin-starred restaurants *Caviar Russe*, *Lure Fishbar* or *the Fulton* to the casual "No menus, no credit cards" freshest seafood found at *Elias Corner* or market/restaurant *Astoria Seafood*.

A more casual dining can be also found at *Seamore's* a sustainable seafood concept, where all the seafood is caught and farmed sustainably. The brands' vision is to bring the ocean back to the urban table in a

deliciously modern and healthy way.

A few concepts decidedly pair seafood dishes with an alcohol offering. *Deux Chat* is a neighborhood bar serving perfect martinis and seafood towers. Another example specializing in cocktails, raw fish, and oysters is *ZZ Clam Bar*, or the wine and raw bar - *Bella Dea*.



Maison Premiere



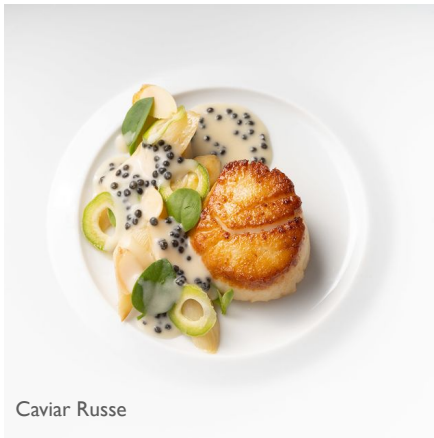
Deux Chat



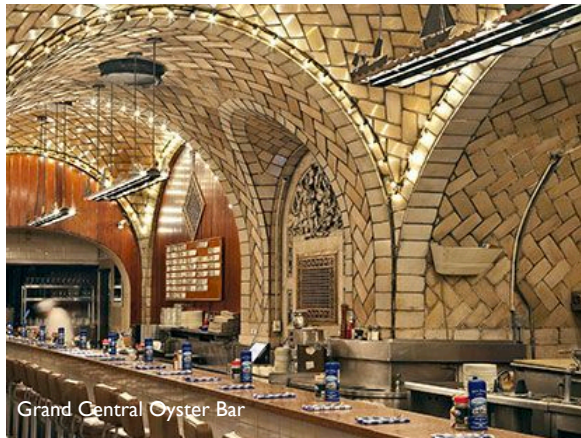
Caviar Russe



The Fulton



Caviar Russe



Grand Central Oyster Bar



Lure Fish Bar



Maison Premiere



The Fulton

MODERN AMERICAN

Originating in the 1980s, New American cuisine, also called Modern American or Contemporary American, is the wave of modernized cooking mostly served at upscale fine dining restaurants, with visible international, predominantly European influences.

Such as *The Modern*, a two-Michelin-starred, contemporary American restaurant at the Museum of Modern Art, founded by Danny Meyer's Union Square Hospitality Group.

Another example is one of America's most beloved restaurants, located in a historic building, a Michelin-starred *Gramercy Tavern*, which exemplifies a constantly evolving seasonal menu and contemporary American cuisine.

An interesting concept can be found at *Family Meal at Blue Hill* by Chef Dan Barber. This one-Michelin restaurant is *Blue Hills'* pop-in with no fixed menu. It is casual, family-style, with vegetable-oriented cuisine. During the pandemic, the restaurant launched the resourcED program with packaged ingredients and cooking instructions to keep the suppliers and restaurants in business.

Another concept reinventing the dining experience is one-Michelin starred, *One White Street*, where global ideas harmonize with local ingredients.

Created by three partners, Clay Castillo, Gabriel Merino, and Executive Chef Charlie Mitchell (Eleven Madison Park, Jônt, Bresca, One White Street), *Clover Hill*, also awarded with one star, offers an elevated fare in an intimate 30 seat environment.

With a similar philosophy, the menu at *63 Clinton* (one-Michelin star) is seasonal, modern American with global influences, paired with tweaked classical cocktails.

At *Contra* (one-Michelin star) the contemporary menu is full of surprises, with custard-smooth, house-made tofu topped with maple and mirin sauce being one of the examples.

Yet another restaurant focusing on the concept of seasonality is *Crown Shy* where the internationally inspire menu is rooted in European techniques. This one-Michelin star restaurant is located on the ground floor of the famous Art Deco 70 Pine Street building.

From Chef Nick Curtola, *The Four Horseman* is a Michelin-starred chic wine-focused concept with a minimalistic menu.

Since 2013, the Michelin-starred two-tasting menu *Musket Room* has been following its mission to make regulars feel like family and newcomers feel like regulars.

For dishes that became New York's signatures, such as ricotta dumplings with mushrooms and Pecorino Sardo or a panna cotta with Moscato vinegar, honey, and smoked sea salt, one should visit *Estela*. A one Michelin star bistro led by Chef Ignacio Mattos.

Lastly, an exclusive fine dining experience in beautiful surroundings can be found at one-star *River Cafe*, an iconic restaurant that has been operating since 1977.

From the former Gramercy Tavern employee, Chef Polo Dobkin has created an exciting concept at *Meadow Sweet*. The restaurant, unfortunately, lost its one-Michelin star this year after retaining it for six consecutive years since 2015.

Yet the Nono-awarded concepts has been stepping their game. At *Reverance*, Chef Russel Jackson reinvents fine dining with his California-inspired Harlem fine dining cooking. Marc Fiorgone, at his restaurant, serves innovative New American cuisine using the best seasonal and local ingredients.

With a mission to be locally sourced and community-minded, *Clay* offers a new American season-driven menu.

Another seasonally-inspired cuisine is offered at *Oxalis*, a neighborhood bistro offering a seasonally-inspired carte blanche menu and three-course prix-fixe.

More bistro-style dining can be found at *Jolene*, with the American menu featuring classics such as smoked trout, chicken Milanese or olive oil cake finished with fresh strawberry jam.

Olmsted is yet another seasonal and ingredient-driven concept creating an intimate dining atmosphere by Chef-Owner Greg Baxtrom. The restaurant has its own backyard garden with fresh herbs and a living wall as a part of the interior design.

Lastly, a restaurant worth visiting for breathtaking views is located on the 101st floor of 30 Hudson Yards, *Peak*. Managed by Rhubarb Hospitality Collection, *Peak* is a modern American destination with elevated menus and a vibrant ambiance.



Peak



Estela



Clover Hill



One White Street



Estela



The Modern



The Musket Room



Reverence



The Musket Room

MODERN EUROPEAN

A modern approach to traditional national cuisines is open to interpretation and experimentation, allowing chefs to blend various techniques and methods, leading to new surprising flavors and combinations.

Two-Michelin starred restaurant, *Aquavit*, offers exquisite seasonal Nordic cuisine giving new life to classics such as Swedish meatballs and Spatzle. More Scandinavian influences can be found at yet another two-Michelin star restaurant *Aska*, where Swedish chef, Fredrik Berselius, brings his love for nature to his urban surroundings through food.

Batard is a one-Michelin-star Modern European restaurant that, since it's opening in 2014, has innovated a new, contemporary edge of "refined simplicity."

From Chef Alain Verzeroli, awarded with one Michelin star in 2022, *Le Jardinier* is an approachable yet refined vegetable-driven restaurant serving sustainable food and nouvelle cuisine. Local, seasonal fruits and vegetables, fresh herbs, and greens are complemented by wild and sustainable seafood. Following a similar philosophy, the collaboration between Chef-Owner Christopher Cipollone (Piora, Cotogna) and Owner-Operator John Winterman (*Bâtard*, Daniel) brought *Francie* to life. A neighborhood Michelin-star brasserie concept, serving an approachable menu inspired by European flavors and designed for flexibility.

Yet another hidden gem and Michelin star recipient, *L'Appart* features a rotating menu

embracing market availability and seasonality, ensuring no two visits are alike. In their most recent menu, combinations such as king crab with Meyer lemon condiment or butternut squash poached in maple syrup and chai syrup can be found.

Representing a modern and minimalistic take on Austrian cuisine, *Wallse* by Chef Kurt Gutenbrunner reflects his passion for aesthetics, taste, quality and seasonality.

Lastly, from the Starr Restaurant Group, *The Clocktower*, offers a taste of contemporary London in bustling Madison Square Park.



The Clocktower



Aska



Acquavit



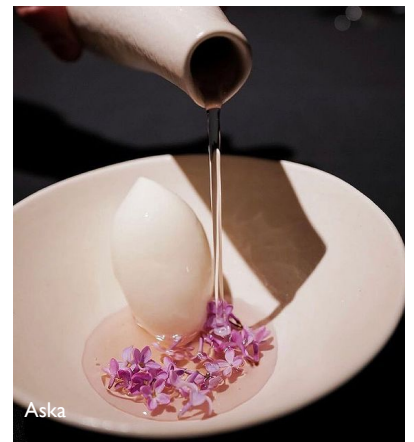
Francie



L'Appart



Le Jardinier



Aska



L'Appart



Le Jardinier

ITALIAN

Between 1900 and 1914, almost two million Italians emigrated to America. With over 2.6 million Italians and Italian Americans living in New York City, it is the third-largest Italian population outside of Italy. The city's Little Italy neighborhood is a destination for family-fun restaurants, the highest quality ingredients, deli shops, and small cafes where authentic Italian ambiance and flavors can be found. Italian culture is prominent and celebrated in New York City, and not without reason, the city is often called "the Italian American capital." What many places share in common are the love for cooking, passion for high-quality ingredients, family atmosphere, and cherished traditions. Behind every success is a story of hard work, dedication, and hope for a better future for the next generations of immigrants.

Started in 1905 by Gennaro Lombardi, who learned his baking craft in Naples, *Lombardi* is the United States' first Pizzeria and the mother of New York-style pizza. Another historic place serving Neapolitan-style pizza right under the Brooklyn Bridge was opened in 1990 by Patsy *Grimaldi*, who learned how to make pizza when he was only 12 years old at his Uncle Patsy's restaurant in Harlem called *Patsy's*. Other popular pizza destinations include *Rubirosa*, a family-run neighborhood favorite known for the legendary thin crust pizzas, Neapolitan-style Pizzeria at *Roberta's* and *Ribalta's*, or named the best Pizzeria in the world in 2022- *Una Pizza Napoletana*.

For the authentic Roman trattoria atmosphere, one should visit *Lupa*. Since its opening in 1999 by the team of Mario Batali and Joe Bastianich, it has been offering delicious Roman cuisine classics such as bucatini all'Amatriciana, bavette Cacio e Pepe or octopus with salsa verde & charred leeks.

Established in the early 1900s, *Liberty Hall* is a perfect example of a family-run restaurant. A place that initially served as a banquet hall years later became an iconic *Bamonte's*, run by Anthony Bamonte, who eventually passed down the business to his daughter Nicole.

At *Ballato's*, yet another family-run restaurant operating since 1956, one can enjoy the authentic flavors of Southern Italy. With its mission to recreate the "Sunday dinner with Grandma" feeling, it has become one of the staples of Italian American comfort food.

Another Family style Italian can be found near Times Square since 1959 at *Toni di Napoli*. Some might argue that dishes such as Spaghetti with meatballs, Fettucine Alfredo, Chicken Parmigiana, or Penne alla vodka have little to do with authentic Italian cuisine. However, Italian-American has become a cuisine of its own, shaped by different waves of immigrants and adapted to American tastes. Another example of an Italian-American restaurant and highly acclaimed people's favorite is *Carbone*. Created by Mario Carbone, Rich Torrisi, and Jeff Zalaznick (also owners of *Sadelle's*), this Italian restaurant located in a retro-glam space is known for its Spicy Rigatoni Vodka and Veal Parmesan. The place is also no stranger to celebrity visits, including Kim Kardashian, Taylor Swift, and Leonardo DiCaprio.

New York's Italian dining scene is full of concepts started by famous chefs. One of them is *Peasant* by Marc Forgione, introducing rustic Italian cuisine to New York City. Frank Prisinzano is yet another name worth mentioning. Following the success of his first restaurant, *Frank*, an iconic destination for rustic Italian cuisine, Frank opened *Lil' Frankie's*, famous for its late-night lemon pasta and *Supper*, both in 2002.

Welcoming New Yorkers since 2009, *Locanda Verde* is the TriBeCa neighborhood taverna serving Chef Andrew Carmellini's soul-satisfying urban Italian menu. The same chef is behind numerous success stories in New York, including *Lafayette*, *The Dutch*, *Westlight*, or *Leuca*.

Success stories oftentimes anticipate their sequels. The Team behind *Charlie Bird*, an Italian-influenced, American-executed restaurant, opened *Pasquale Jones*, known for its wood-fired food and Neo-NY style pizza. In 2022 *Pasquale Jones* opened yet another concept, a Sicilian restaurant and wine bar, *Pasquale Jones bar*, right next door. Similarly, after the major success of a popular Williamsburg Italian restaurant- *Lilia*, owner Missy Robbins followed up with an opening of *Misi*, a place that celebrates handmade pasta dishes and vegetable antipasti inspired by simple Italian cooking.

International restaurant groups also have their restaurants in New York. Such as a James Beard nominated for 'Best New Restaurant in America' owned by LDV Hospitality, *Scarpett* or a Venetian restaurant

Cecconi's opened originally in London in 1978. For an Italian fine-dining experience, it is worth paying a visit to a one-Michelin starred *Rezdora*, with a menu centered around house-made pasta, or two-Michelin starred *al Coro*. The offer changes completely every six weeks and focuses on one of Italy's 20 regions as inspiration. Lastly, *Marea* is a perfect choice for an upscale Italian focusing heavily on seafood and an elegant atmosphere.

Despite fierce competition and many well-established concepts, there is still room for new and unique openings, whether they stick to traditional Italian cuisine or offer modern interpretations. Opened in 2014, trattoria *Via Carota*, according to the *New Yorker* critics, has quickly become New York's perfect restaurant. Created by Scott Tacinelli and Angie Rita, an Italian-American couple, one-Michelin star restaurant *Don Angie* takes a creative spin on Italian classics. The team is planning its further expansion in early 2023 with an opening of a modern Italian restaurant called *Bad Roman*. Founded by Rita Sodi in 2008 and famous for its Tuscan cuisine, *I Sodi* also announced in November last year its expansion to a larger location. What started as a pop-up and a takeout pastaria in 2020, *Forsythia*, a pasta palace, takes its inspiration from Roman cuisine. An exciting opening of 2021, *Ci Siamo*, celebrates the beauty of simplicity with its live-fire cooking and seasonal ingredients menu. More delicious Italian-influenced food is served at *Roman's*, including honey nut squash with Chile-honey almonds and pecorino or tagliatelle with Maitake mushrooms.



Scarpetta



Pasquale Jones



Locanda Verde



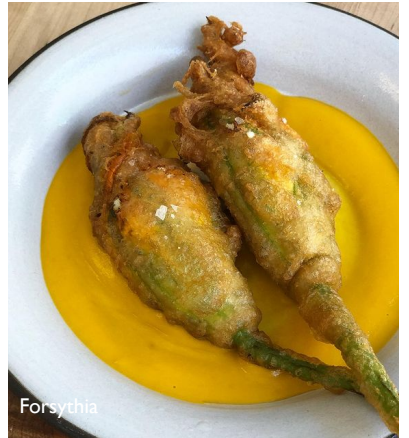
Charlie Bird



Supper



Cecconi's



Forsythia



Rezdora



Don Angie

FRENCH

"There'll always be a France, especially in New York" ~ The New York Times.

Followed by Italian, French is the second most present European cuisine in New York. Less casual and rustic, French restaurants in New York City offer a more elevated atmosphere, classical interior design, and top-notch service. Although focused on simple ingredients, the artful techniques add a luxurious appeal to French dishes, making this cuisine popular and recognizable worldwide.

With numerous James Beard Awards, a four-star review from The New York Times only three months after its opening, and 3 Michelin stars, *Le Bernardin*, expanded its Parisian success to New York in 1986, and since has been offering an impeccable fine-dining experience. Inspired by Le Coze's, co-owner of *Le Bernardin*, upbringing in a small fishing village in Brittany, and chef's Eric Ripert exposure to French and Spanish cuisines.

Per Se by Thomas Keller is yet another 3-star Michelin star and New York's interpretation of the chef's first restaurant, *The French Laundry*, a well-established destination for fine French cuisine in the Napa Valley with a daily changing menu.

Since its opening in 1993, *Daniel* has become an icon in New York's bustling dining scene. This two-Michelin-star restaurant focuses on a modern seasonal menu inspired by the finest meats, wild game, seafood, fruits, and vegetable. Created by a French Chef Daniel Boulud, owner of 7 New York restaurants and 6 national and international destinations,

as well as the Feast & Fêtes catering.

From the famous chef responsible for the operation and success of 60 restaurants worldwide, *Jean Georges* is another two star recipient. With over ten restaurants in New York, *The Fulton* is the chef's first seafood restaurant.

From another famous chef, Gabriel Kreuther, at his restaurant he combines masterful classic French training and Alsatian heritage with his love of New York City.

Fine-dining experiences in the one-star Michelin restaurant environment are found at *Pavillon*, with its seafood and vegetable-centric cuisine, updated French classics at *Le Coucou*, and Japanese-French affair at *L'abeille*.

More contemporary French is offered at *Koloman*, where Chef Markus Glocker blends Parisian creativity with Viennese tradition.

New York is also a setting for a more casual French-bistro dining experience with classics such as steak frites, onion soup, or Tarte Tatin. *Le Grand Boucherie* aims to become a Parisian square in Midtown and one of Manhattan's most authentic French dining destinations. French Bistro, *Buvette*, with its farm-fresh menu and the approachable French wine list is also one of the hottest brunch spots in the West Village.

More everyday French cooking is offered at *La Mercerie* or at the New York contemporary French bistro by Alain Ducasse, *Benoit*.

Lastly, it is worth booking a table at *Balthazar* for a refined brasserie experience and traditional French fare.



Daniel



Benoit



Le CouCou



Le CouCou



Buvette



Lafayette



Buvette



La Mercerie



La Mercerie

OTHER EUROPEAN

While not so vastly present, almost any, if not all, cuisines can be found in New York. The diversity of people translates to the diversity of the dining scene. Within walking distance, one can pick any culinary destination.

For traditional Spanish tapas in an authentic bustling atmosphere resembling the famous la Boqueria market in Barcelona, it is worth visiting *Boqueria W40th* or *Mercado Little Spain*. Perfect spots to enjoy and share paella, try authentic Jamon Iberico, sip Sangria, and indulge in churros or Crema Catalana. More tapas can be found at *Casa Dani*, by world famous Chef Dani Garcia, who showcases a basque burnt cheesecake which has gained much recognition in the past few years. Some other examples include Basque Taverna *Ernesto's*, inspired by Northern Spain cuisine, *Huertas* or *Salinas*, where Chef Luis Boolo focuses on traditional, rustic cooking to introduce lesser-known Spanish dishes. Lastly, a one-Michelin star, *Casa Mono* offers a Costa Brava-influenced cuisine, of scrambled eggs with uni and confit goat being a must-try, according to the Michelin Guide.

Known for its large Greek population, Astoria, Queens, is a hub for Greek food. For this very reason, one of the most famous greek taverns, *Taverna Kyclades* has its home there, offering a menu based on the original Greek recipes. Another greek food destination is *Pylos* focusing on rustic greek home cooking.

A family-run *Souflaki GR* offers a little taste of Mykonos in the heart of New York at 3 different locations. A place that recreates an atmosphere of an outdoor island taverna and offers authentic flavors in a casual setting.

Lastly, for a modern twist on Greek classics and a more upscale and intimate experience, one's should visit *Elea* or *Avra*.

Swiss cuisine has also been gaining more appreciation. Places like *The Lavaux* or *Raclette NYC* invite guests for an ultimate cozy chalet experience, accompanied by fondue and wine, especially valued during the cold winter in the city.

Even cuisines with little worldwide recognition are represented in New York City. *Kafana* is a Serbian restaurant offering appetizers such as Zeljanica (spinach pie), grilled meats, and traditional stews.

Budapest Cafe offers authentic Hungarian cuisine serving specialties such as Hungarian crepes, potato paprikash with sausages and barley, stuffed cabbage, or Dobos Torte.

For more Eastern European food, it is worth making a trip to East Village to *Vesalka* or *Sveta* for a comforting meal of Ukrainian borscht, pierogi, or bigos (a hunter's-style stew of kielbasa, roast pork, sauerkraut, and onions). And for even more pierogi, it is worth stopping at *Pierogi Boys* located at the Dekalb Market Hall.



Pierogi Boyz



Mercado Little Spain



Mercado Little Spain



Casa Dani



Agi's Counter



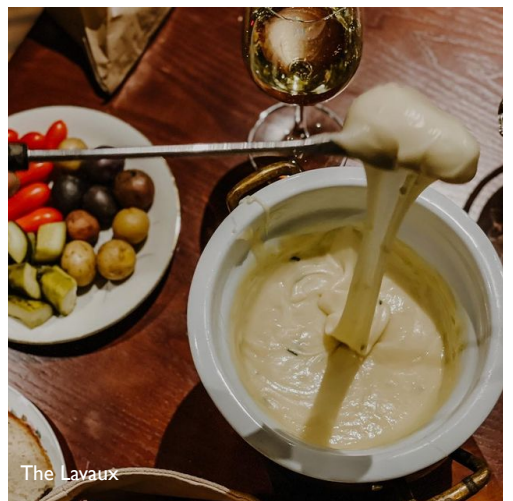
The Lavauz



Sveta



Boqueria West 40th



The Lavauz

MIDDLE EASTERN & MEDITERRANEAN

Jews constitute around 13 percent of New York's population, making the Jewish community the largest outside of Israel. Therefore, Israeli cuisine is, without a doubt, the most visible Middle Eastern food in New York. Even more, traditional foods found in Jewish delis, such as bagels, pastrami, lax, and babka, have become New York's staples.

The best chocolate babka can be found at the *Breads Bakery*, which received the "Best of NY chocolate babka" title by the New York Magazine.

Balaboosta is a modern Israeli concept serving classics such as lamb shoarma, stuffed cabbage with rice, raisin, pistachios, or shrimp kataif.

Miriam Restaurant's cuisine is distinctly Israeli with a rotating seasonal menu with many ingredients imported from Israel.

The concept behind *12 Chairs*, a small neighborhood cafe, brings Middle East flavors to Eastern European cuisine. Some of the house's weekends specials include Jachnun (hand-rolled dough with a touch of date honey, served with a hard-boiled egg and crushed tomatoes), Hamin (traditional meat Jewish stew), or Masabacha (slowly cooked chickpeas with spices and tahini) accompanied by a glass of Israeli imported wine.

Lastly, a "skewer house" concept found at *Laser Wolf* offers award-winning Israeli food cooked over live coals, an essential pillar of Israeli life.

Created by Chef Melanie Shurka and her husband David Ort, *Kubeh*, focuses on the less familiar tastes of the Middle East. Named after a popular Israeli dish, the restaurant specializes in its boiled version served in a broth with Kurdish, Iraqi, and Syrian origins. One can choose from dough filled with slow-cooked beef, mushrooms, or chicken in vegetable broth.

From an Israeli chef, Tomer Blechman's menu at *Miss Ada* offers unique modern twists to Mediterranean cuisine.

Celestine is a seasonal, Mediterranean-influenced restaurant. Located just under the Manhattan Bridge, the place offers spectacular views of both bridges and the Downtown city skyline.

Awarded as "The Best New NYC Restaurant of the Pandemic" by the NYC Post, *Dagon* features cuisine from "somewhere in the Mediterranean."

Another Mediterranean concept is found at *Glaserrie*, opened in 2013 as a Mediterranean neighborhood restaurant and bar.

Lastly, for exciting and bold flavors by the James Beard Award finalist (2022) -Ayesha Nurdjaja, stop at *Shuka* or her sister restaurant *Shukette*.

A more contemporary approach to Mediterranean cuisine can be found at *Zizi's*, where the menu draws inspiration from the traditional cuisines of Turkey, Spain, Israel, Tunisia, Morocco, and Greece. The food follows a seasonal, slow-food cooking philosophy.

Offering authentic Lebanese cuisine, *Nabila* is a place with a story. Born in Beirut, the owner's mother, Nabila, learned to cook from her mother and grandmother. Her son's vision is to recreate his childhood flavors and the kind of food rarely found outside Lebanese homes.

Sofreh is a perfect destination for authentic Persian cuisine. From the chef Nasim Alikhani, mentioned in the Michelin Guide, the philosophy at *Sofreh* is simple. Food should be authentic, well-crafted, and delicious. Everything is hand-made, from the yogurts to the fresh-baked bread. Some of the menu highlights are beef meatballs simmered with sour cherries or turmeric-and-onion consommé lamb served with fava.

Finally, this chapter could not be complete without mentioning New York's icon, *The Halal Guys*. What started in the 1900s by three Egyptian founders as a hot dog cart turned into a city's go-to destination for platters of chicken, gyro, and falafel.

The concept that initially targeted the underserved market, taxi drivers who had little choice for authentic halal food, became a new segment in the restaurant industry—American Halal Food.



Shuka



12 Chairs



Kubeh



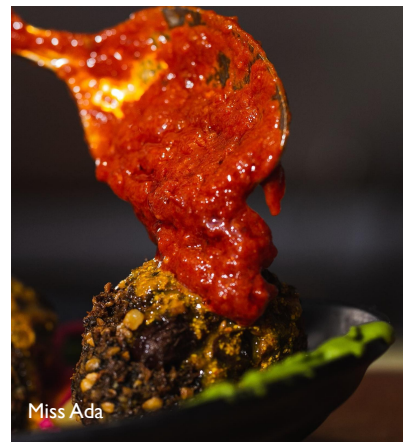
Dagon



Shukette



Shuka



Miss Ada



12 chairs



Dagon

LATIN

Hispanics and Latinos make up over a quarter of New York's population. While the number of Mexican immigrants is placed behind the ones with Puerto Rican and Dominican origin, Mexican cuisine is the most present ranging from casual street food to fine dining establishments.

Created by three friends from Tijuana and California with a vision to bring authentic tacos to the East coast, *Los Tacos no.1*, according to many, are New York's best tacos. The fast service, short menu, yet perfectly balanced flavors lead to never-ending lines.

Run by the former employee of *Cosme*, the cuisine at *Aldama* pays homage to the diversity of Mexico, serving all kinds of dishes popular in Mexico City. For more authentic Mexican cuisine, it is worth paying a visit to *Casa Carmen* serving traditional Mexican food by using heritage ingredients and keeping traditional dining customs. At *Chavela's*, the traditional Mexican cuisine and chefs' Arturo Leonar childhood flavors are accompanied by a vibrant atmosphere with lively music, great cocktails, and lots of laughter. Oaxacan cuisine can be found at *Claro*, awarded with one Michelin star. The restaurant makes everything by hand, including the masa, cheeses, chorizo, and moles. All the meat and produce are organic and sourced locally. The menu highlights include memela- a tortilla topped with spicy-smoky chile sauce, pork, cheese ceviches, tlayudas (Mexican pizzas), or classical mole. More Oaxacan cuisine is

served at a Michelin-starred *Oxomoco*, focusing on a wood-fired menu and house-made corn tortillas.

Casa Enrique is yet another one-Michelin star concept by Chef Cosme Aguilar' who brings his childhood's flavors and home-cooked Chiapas meal to New York.

A more modern twist on traditional Mexican cuisine is offered at *Atla*, an all-day contemporary eatery with Mexican bites by Enrique Olver. As well as at *Ensenada*, a contemporary mariscos and mezcal restaurant. Similarly, another seafood-oriented place is *Bar Tulix* by John McDonald and Chef Justin Bazdarich. Lastly, Enrique Olvera's *Cosme* serves a contemporary cuisine inspired and rooted in Mexican flavors.

Peruvian cuisine seems to be New Yorker's second favorite. Described as upbeat, modern, and cool by the Michelin Guide, *Llama Inn* offers classical Peruvian cooking with a modern twist. Anticuchos, ceviches, or duck sausage over a bed of cilantro-spiked rice are some of the menu highlights. For a spot awarded as the best ceviche in New York, stop at *Mission Ceviche*, where traditional flavors are combined with modern techniques and unexpected twists. Lastly, *Contento* is a Peruvian restaurant mentioned in the New York Times' "Top ten restaurants of 2021".

The typical Brazilian churrasco style dining is offered at a popular *Churrascaria plataforma* or *Fogo de Chão Brazilian Steakhouse*. A more modern take on Brazilian cuisine is served at a neighborhood restaurant, *Berimbau Brazilian*

Kitchen, with menu items including pao de queijo, moqueca banana (seafood stew) vegan feijoada (black bean stew).

Bringing less familiar flavors of Venezuela to New York, *Casa Ora*, offers classics such as arepas, cachapitas (corn pancakes), bollitios or pelones (corn dumplings), oftentimes with modern twists such as Impossible “meat.”

Located in Williamsburg, *Tabare*, offers traditional Uruguayan cuisine. With visible strong European roots, the cuisine is extremely diverse, offering pasta, breads, sausages, soups, stews, and meat dishes (mainly beef) on the menu.

Blending the diversity of different Latin cuisines, *Comodo*, serves Latin American fare inspired by the electric spirit of New York City.



Casa Enrique



Mission Ceviche



Casa Ora



Cosme



Mission Ceviche



Claro



Mission Ceviche



Mission Ceviche



Casa Ora

INDIAN

The wave of 1920s Indian immigrants led to the increased popularity of Indian food in the United States, especially in big cities like Chicago and New York. However, American-Indian oftentimes misrepresents authentic Indian cuisine. With 1.2 billion people, 29 states, and 22 official languages, there are countless culinary regions. Sadly the vast majority of Indian restaurants focus on North Indian food (where most of the immigrants are from) and accommodate the American palates who prefer milder, creamier, and more buttery dishes.

One of the first who decided to break this pattern was *Chola*—named in a New York Times review as an "Indian restaurant breaking the mold," which, since its opening in 1998, has been a leader in innovative Indian cuisine in New York City.

Dhaba is another Indian outlet that can be attributed to Shiva Natarajan's empire, serving classical desi staples late into the night.

The Unapologetic Foods, led by Chef Chintan Pandya & restaurateur Roni Mazumdar, is yet another innovator on New York's Indian culinary scene. With their first opening of *Adda* in 2018, serving authentic, "eye-opening good" food, in a casual atmosphere according to the New York Times. Followed by two more openings in 2021, *Dhamaka*, focusing on the forgotten side of India and serving provincial Indian cuisine to the new Essex Market—and *Semma* cherishing the heritage of Southern Indian cuisine.

More contemporary approach to Indian cuisine can be found at the *Baar Baar Indian gastro bar*, where vibrant dishes are served in a colorful setting inspired by the culture, art, and spirit of India.

Inspired by the energy and spirit of Bombay, *GupShup*, mixes traditional flavors with global creativity, offering reinterpreted Indian food for the present-day Manhattan. Its futuristic and vibrant interior was named one of the best restaurant designs of 2019 by Eater. Similarly to *Baar Baar*, the food at *GupShup* is meant to be shared as part of a social dining experience.

For more modern sharable dining, *Tagmo*, an intimate Indian restaurant, bar & mithai shop from an award-winning chef, Surbhi Sahni is worth visiting, where the vegetable-forward menu brings lesser-known dishes to the table.

While some places choose more daring concepts, reinventing the traditional perception of Indian cuisine, some focus on recreating the familiar floors from back home. For authentic Indian food in a casual setting and friendly atmosphere, one should pay a visit to no-frills fast food served at *Ushua foods*, try South Indian food at *Temple Canteen*, or stop for Indian street food from *Washington dosa* or *Dosa Royale* in Brooklyn.

Indian food in New York can also be a unique fine dining experience. From the Executive Chef Vikhas Khanna and Culinary Creative Director Aliya LeeKong, the Michelin star tasting menu at *Juno* can be accompanied by a perfectly matched wine pairing. Since 2021

one of the best restaurants in the Michelin Dining Category in America and the Best Wine and Dine Restaurant in America, *Indian Accent* has served progressive Indian cuisine while maintaining traditional integrity.

Lastly, another recipient of a prestigious Michelin star, *Tamarind* offers a culinary journey from India to New York. The owners' mission is to change the notions and perceptions of the sophisticated New Yorker about Indian food. Designed by Wid Chapman, the interior design leaves no stone unturned to establish that the guests are in an upscale fine dining establishment.



Baar Baar



Junoon



Semma



Indian Accent



Indian Accent



Junoon



Gup Shup



Junoon



Junoon

CHINESE

New Yorkers are known for eating lots of Chinese food, whether it is a fine dining culinary experience or late-night takeout. Probably every culinary region of China will find its representation in New York, including its fusion fare. Some might say that Chinese food was present in the city even before the famous bagels, hot dogs, or pizza that are so common today. One of the American-Chinese staples, General Tso's chicken, was actually invented in New York. When Peng Chang-Kuei opened his first restaurant on 44th Street, he changed his initial heavy, sour, hot, and salty recipe to its sweeter version so it would appear to the American taste better, transforming it into the dish we enjoy today.

Chinatown in New York's Lower Manhattan is one of the oldest historical Chinese neighborhoods in the USA and probably the most popular one. However, only a few people know that there are in fact, 9 Chinatowns in the entire New York City. Lower Manhattan is the destination for the best authentic Chinese street food, the explosion of flavors where one has to try iconic dishes such as chop suey, chow mein, egg rolls, and dumplings.

Nom Wah Tea Parlor is New York's first dim sum house, opened in 1920, which gained initial recognition for its almond cookies and moon cake. Opened in 1994, *Joe's Shanghai* serves traditional Shanghainese cuisine and specializes in soup dumplings. *Jing Fong* is a Cantonese restaurant famous for its dim sum and traditional plates. Other

destinations for delicious dumplings are *White Bear*, and recommended by the Michelin Guide, *Pinch Chinese*. For the fried alternative, it is worth visiting *Fried Dumpling* to try Chinese fried pork dim sum. *Joe's Steam roll* is another must-visit serving steamed rice roll the way the Chef and owner Joe Rong did when growing up in China, by pouring the fresh rice batter onto a tray, along with fresh meat and vegetables, all cooked in a steamer.

Wah Fung No. 1 is the destination for the best barbecue pork and a cheap on-the-go meal. Another stop for a quick and authentic lunch (and even more dumplings) is *Spicy Village*, or, specializing in the savory porridge, *Congee Village*.

For flaming Peking duck in a casual atmosphere, *Peking Duck House* is the go-to place. Yet a more elevated experience can be found at *Hutong*, a contemporary Northern Chinese & Artisanal Dim Sum concept. *Hutong's* barbecue master, Chef Martin Mak, with 50 years of culinary experience, brings the flaming duck show to the table. This unique experience is only available for five tables per night for a price of 116\$.

Authentic Sichuan cuisine can be found at *Alley 41*, where 80% of ingredients are shipped directly from Sichuan Province. *DaXi* takes a more nuanced approach to regional Chinese cuisine, including dishes like a cold marinated duck in a fiery chili-infused oil, pig ear and wild mushroom, cucumber rolls, or Tibet-style pork ribs.

Lastly, *Yes Apothecary* is an interesting concept specializing in Chinese herbal-infused cocktails and classic Szechuan tapas.

More contemporary Chinese can be found at featured in the Michelin Guide, *Atlas Kitchen* or serving rice and noodles plates *Hunan Slurp*. For more noodle dishes opened in 2004 by Chef David Chang, *Momofuku Noodle Bar* is the place to go.

The Tiger is a destination for dinner with friends in a modern, upbeat and vibrant ambiance. Offering contemporary cuisine inspired by food traditions from across East Asia not typically found in NYC restaurants. The menu features tastes from Thailand, Malaysia, Australia, and beyond.

MáLà Project wants to be a fun, shared dining Chinese restaurant that everyone can enjoy. Specializing in a dry pot, a wok-fried over high heat along with 24 spices and a melange of Chinese medicines for a complex flavor profile.



Daxi



Congee Village



Momofuku Noodle bar



Hutong



Hutong



Hunan Slurp



Joe's Steam Roll



Yes Apothecary



Hutong

JAPANESE

Japanese cuisine found in New York, especially the sushi scene, has come a long way over the last two decades. Today, the city has to offer arguably the highest-quality seafood outside of Japan, and New York's top chef's tables can compete with those in Japan.

There are currently 16 Japanese restaurants, with one Michelin star in New York and one 3-star establishment, *Masa*. Opened in 2004 by Chef Masa Takayama, it is also America's most expensive restaurant charging almost one thousand dollars for a meal.

For more Michelin-starred sushi experience, one should visit *Sushi Noz*, *Nakazawa*, *Amaze*, *Yasua*, *Osaka*, *Shion 69*, *Ito*, or *Ginza*, to name a few.

However, Japanese cuisine goes beyond sushi. A concept found at *Tempura Matsui* offers fried options only in a perfected tempura batter, which is as thin as possible, just to lightly coat ingredients.

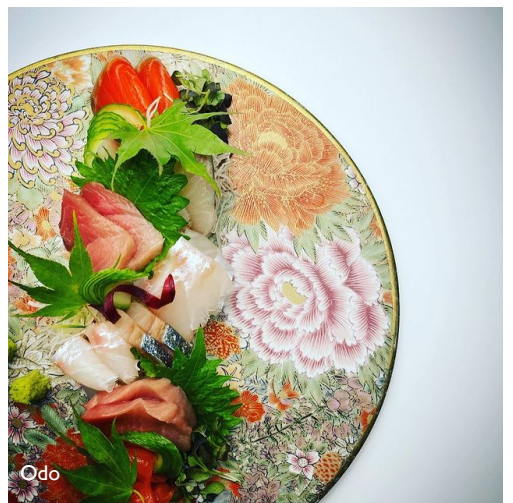
Yakitori Toroshin and *Torin* specialize in authentic Tokyo-style yakitori experiences.

And *Hirorisha* and *Tsukimi* celebrate the ceremony and seasonality of kaiseki cuisine, a traditional multi-course Japanese dinner. For more kaiseki-style dining, it is worth paying visit to *Odo*, a kaiseki speakeasy opened by Chef Hiroki Odo.

Alongside sushi, Ramen is probably the second most recognizable Japanese dish. Mentioned in the Michelin Guide of the top 20 ramen shops in Tokyo, from chef Takatoshi Nagara and his friend Takayuki,

Mr.Taka, is one of the best destinations for the number one Japanese comfort food. Featured in the Netflix Chef's Table - *Ivan Ramen* is another go-to place for delicious ramen in the city. Ivan's story began at 15 when he got a dishwashing job at a sushi bar. Years later, he graduated from the prestigious Culinary Institute of America to, later on, open *Ivan Ramen Slurp Shop* in 2013. *Ramen Nakamura* is a place with less conventional pairings, such as Spicy Yuzu Wonton Soup or Truffle Miso Ramen.

Some international brands have also found their place in New York City. Offering a sophisticated twist on the traditional Japanese izakaya style, *Zuma* or *Nobu*, founded by Nobu Matsuhisa, Robert De Niro, and Meir Teper, with signatures such as Black Cod, rock shrimp tempura, or yellowtail sashimi with jalapeno.



KOREAN, THAI AND VIETNAMESE

While not so vastly present or recognizable as Chinese or Japanese cuisine, Korean restaurants have been stepping up their game in the past years. Many concepts received Michelin stars and other awards, taking traditional dishes in a new direction.

Recognized by New York Times, the Michelin Guide and OAD guide, *Atoboy* builds on innovative Korean-inspired cuisine using New York City as inspiration. From the same owners, Junghyun and Eallia Park, opened in 2018, *Atomix*, a two-Michelin star *Atoboy* spin-off offers a tasting menu inspired by Korean traditions and techniques.

More "New Korean" cuisine is served at yet another two-Michelin star restaurant *Jungsik* offering dishes such as Bibimbap composed of gochujang, crispy quinoa, and tender Wagyu beef tartare or white kimchi branzino.

Oiji Mi is a creative contemporary Korean with one-Michelin star. It is a continuation of the East Village favorite, *Oiji*, with a more refined perspective.

Jua, a one-Michelin star is a destination for a modern setting multicourse Korean tasting menu, featuring wood-fired dishes. The place's specialty is the buttery goodness of goon goguma (charcoal-roasted sweet potatoes).

A one-star *Kochi* serves a nine-course tasting menu of skewered dishes inspired by seasonality and traditional Korean cuisine.

Don't let the busy and more relaxed ambiance fool you, specializing in Korean-inspired noodles dishes, *Jeju Noodle Bar* is

not an obvious Michelin-star establishment, but the flavor and taste are definitely there. A concept created by Simon Kim, Cote, is the city's first Korean Steakhouse to obtain a star in Michelin, successfully blending Korean barbecue together with the hallmarks of a classic American steakhouse. More top-notch Korean barbecue destinations include *Dons Bogam*, *HYUN*, *Gaonnuri*, *Antoya Korean BBQ*, or *Baekjeong NYC*.

An interesting concept can be found at *Little Mad*, where the seasonal menu, at its core, embraces Korean fare while incorporating French techniques. Similarly, at *Danji*, Hooni Kim's (Daniel and Masa) inventive menu blends his Korean heritage with classical French techniques. For more twists on Korean home cooking, one should book a table at *Haenyeo* to indulge in dishes such as teokbokki—spicy rice cake topped with Oaxacan cheese and chorizo, or fiery tofu stew, stocked with seafood and accompanied by grilled seaweed butter ciabatta.

French cuisine also influenced some Vietnamese concepts, such as a modern Vietnamese Gastropub, *Bricolage*, or *Bòcàphê*, a cozy cafe with quirky decor offering French-influenced Vietnamese fare, cocktails & wine.

At *Bolero*, the spirit of innovation is brought to life by using modern techniques, seasonal produce, and rare herbs. More spins on traditional Vietnamese cuisine can be found at *Falansai*, a Vietnamese-American concept focusing on good vibes and ethically-sourced delicious food; bistro-style *Di An Di*, serving modern Vietnamese fare or offering modern

Vietnamese, *Vanda*.

In general Vietnamese restaurants serve similar menus focusing on light, fresh, balanced, and often vegetarian dishes such as pho, open sandwiches, salads, or Vietnamese summer rolls. This uncomplicated menu combined with cozy and colorful decor makes these places great lunch or casual hangout spots.

The Thai restaurant scene resembles the Vietnamese offering, focusing on colorful decor and bold and vibrant flavor combinations. The most recognizable destination for contemporary Thai food in New York is, without a doubt, *Tao*. From the Tao Hospitality Group, with two large venues in New York and an extensive food and cocktail menu, it is a lifestyle place designed to entertain.

An award-winning Thai Rotisserie & Grill, *Uncle Boons*, which closed due to the Covid-19 pandemic, opened its spin-off in 2022. The menu at *Thai Diner* brings back to life many of *Uncle Boons'* greatest hits, including classic banana blossom and rotisserie chicken salad.

Wayla brings homestyle Thai food to New York City. Inspired by the markets in Bangkok where Chef, Tom Naumsuwan, grew up, the menu features bright and fresh dishes with a green market approach.

Helmed by Thai immigrants, the concept behind *Fish Cheeks* is personal and celebrates the team's cultural heritage and the art of Bangkok. The menu offers authentic Thai

dishes with a strong focus on seafood and family-style dining.

Another concept brought to life by a group of friends who grew up in different regions of Thailand with a vision to bring their childhood favorites to New York is *Soothr*. Recommended in the Michelin Guide, the restaurant specializes in family noodle recipes and offers a warm dining-at-home atmosphere mixed with the energetic and bustle Bangkok vibe.



By Cu Phe



Fish Cheeks



Atomix



Kochi



Cote



Soothr



Atoboy



Oijl Mi



Jungsik

ASIAN FUSION

Places to be seen, celebrities' favorites, over the top, glamorous, splendid, designed to indulge and entertain. Lifestyle restaurants with shared dining and likable food accompanied by crafted cocktails and good music have been gaining much popularity.

With few locations in the most prestigious cities like New York, LA, Las Vegas, or Aspen, *Catch* is one of the best examples. Focusing on seafood, sushi, and steaks with Asian flair served in a shareable streaming style of dining. A place that went viral with its signature "hit me" dessert.

Similarly, *Buddakan* is a feast for both the tastebuds and the eyes. The restaurant's interior design blends the serenity of Asia with the flamboyance of 16th-century Paris. The menu offers a shareable pan-Asian fare, including classics such as Dim sum, noodle soups, seafood, or a whole Peking duck, all with modern twists.

With over 20 locations worldwide, *Buddha Bar* offers a Pacific Rim menu with Pan-Asian, Californian and European influences, a chic nightclub vibe, and a memorable music experience. Opened in 2021, *Buddha-Bar New York* is located in the heart of TriBeCa, one of Manhattan's most fashionable and desirable neighborhoods. The menu features Asian fusion dishes ranging from Japanese, Chinese, Thai, and Southeast Asian flavors.

Another example is *Hortus*, a space brought to life with a vision to reinvent modern Asian cuisine, offering a blend of Chinese,

Thai and Korean cuisine in the new American style since 2018.

A concept at *Macao* is like no other. Drawing inspiration from brothels and opium dens, *Macao* is mysterious, adventurous, and decadent. Its menu offers Eurasian cuisine, a blend of what is best of Chinese and Portuguese cuisines.

Lastly, a Michelin-starred *Joomak Banjum* is a Korean-Chinese fusion executed with French technique and expressed through New York culture. Opened in 2021 after successful popup series, the restaurant combined years of experience from the renowned chef Jiho Kim (*The Modern*) and Kelly Nam (*Electric Lemon*) and restaurateur Sarah Kang.



Hortus



Joomak Banjum



Catch



Joomak Banjum



Buddakan



Buddakan



Catch



Hortus



Buddakan

EMERGING

The Ethnic culinary scene in New York is constantly evolving, making space for new flavors and exciting concepts.

Bunna cafe is a Plant-Based Ethiopian restaurant with a mission at its core to serve fun, delicious, nutritious, and communal cuisine, following the Habesha tradition of sharing. Coffee is integral to the Ethiopian economy and people's everyday life. Therefore, it is celebrated at *Bunna* through a traditional coffee ceremony. *Bunna* is much more than a restaurant. Since 2011 the place has been organizing Ethiopian-themed food and music events around NYC.

Another place serving African cuisine is *Dept of Culture*, offering a Tasting Menu from North-Central Nigeria served in an intimate setting where conversations are encouraged.

Food at *Teranga* is rooted in African culinary traditions, focusing on African superfoods. The cuisine reflects Africa's diverse culinary traditions' depth, richness, and vibrancy in a modern, fast-casual setting. The menu includes dishes like Senegalese black-eyed pea stew or spicy Ghanaian plantains, served alongside Ethiopian-brewed coffee. Ingredients at *Teranga* are sourced from African farmers or local producers in America.

Moving on to less explored regions in Asia, *Rangoon* is a place offering homestyle Burmese cuisine. Focusing on fresh and simple ingredients, Chef Myo Moe prepares his home comfort food, including dishes like

spicy masala beef, Burmese fried chicken, tamarind veggie curry, or coconut tapioca.

Noreetuh is a modern Hawaiian restaurant where food should be enjoyed in a casual ambiance paired with wine. On the menu, one can find different versions of Musubi, a popular Hawaiian snack made of rice and other ingredients wrapped in a sheet of nori seaweed; sweet soy glazed Iberico pork ribs, tuna poke, or Hawaiian macaroni salad. The restaurant's specialty is a char siu glazed wagyu beef tongue served in a large format to enjoy for the entire table.

For a Caribbean experience, it is worth making a reservation at *Kokomo* for some Jamaican food, including roasted stuffed sweet plantains, Jackfruit tacos, or flatbreads with various toppings.

Or at *Sugarcane* for Caribbean Cuisine featuring Indian, Chinese, and African flavors.



Bunna Cafe



Rangoon



Kokomo



Noretuh



Noretuh



Teranga



Bunna Cafe



Noretuh



Kokomo

FUSION

Name any cuisine in the world; big chances are you will find it in New York. But besides numerous restaurateurs who decided to bring their home flavor to the city, New York is a bottomless pit for innovation, creativity, and new culinary direction, where new tastes and combinations are constantly explored. If there is a breakthrough in the dining scene, chances are that it started in New York.

There could be a separate paper on interesting culinary concepts in the city. There are probably a few new openings and dozens of new ideas coming to life as this chapter is being written. Nevertheless, let's mention a few places deserving some recognition.

Twenty years ago, chef Marco Moreira opened *Tocqueville*, a creative French restaurant with American sensibility. Growing up in Sao Paulo, he was exposed to Japanese culture and art. That's where the idea for *15East* came from. Years later, during the pandemic, Marco Moreira decided to combine the two concepts, and with the opening of *15EAST @ Tocqueville*, he created a seasonal American-French fare, Japanese omakase. The menu features dishes such as sea urchin soba carbonara, Arctic Char Tartare with yuzu, or foie gras chawanmushi with egg custard and caviar

Created by Flynn McGarry - *Gem* is a tasting menu restaurant and wine bar, changing its menu three times a year depending on the season.

Similarly, at *HAGS* the tasting menu, a vegan or an omnivore version, is paired with carefully selected wines. Opened in 2022, it is a result of a collaboration between chef Telly Justice and sommelier Camille Lindsley. *HAGS* is a Queer first, restaurant second place, and an acronym for "have a good summer."

Jeffrey Kim and Victor Xia met while working at *Momofuku Ssam Bar* in 2018. Jeffrey gained his culinary experience at *Atoboy*, *Eleven Madison Park*, *Jua*, and Spain's *el Celler de Can Roca*. Matthew Lee started as a line cook at *joule* in Seattle to later join teams at *Jungsik*, *Momofuku Ko*, and *Jua*. Combining their passion and ideas, the trio opened *Nudibranch* in 2022, specializing in three-course prix-fixe menus

Another 2021 opening, *Silver Apricot*, offers an American-Chinese small plates fusion and all-domestic wine bar. Created by Simone Tong and Emmeline Zhao, a former member of the *Eleven Madison Park*, and *Per Se* team.

Shallom Japan offers a rather unexpected combination of Jewish-Japanese food, where dishes are meant to be shared in a casual and refined atmosphere. Some interesting positions from the menu include Okonomiyaki with wagyu pastrami, sauerkraut and bonito flakes, Matzo ball ramen, or Japanese sweet potato and black sesame cheesecake.

Lastly, a one-Michelin star recipient, *Tuome*, offers an ingredient-driven contemporary American menu with visible Asian influences.



Silver Apricot



Silver Apricot



Gem



15 East Tocqueville



15 East Tocqueville



Shallop Japan



Tuome



Tuome



Silver Apricot

FINE DINING

There are 72 restaurants in New York awarded with a Michelin star, 55 with one, 13 with two, and 5 with three stars, placing the city in the 5th spot of the cities with the most Michelin-starred restaurants, one spot above London.

It is important to mention that the traditional definition of Michelin-star dining has shifted in the past years, going beyond the perception of an uptight atmosphere, with white cloth, and impeccable service. The guidelines have become less rigid, and the boundaries are more blurry. Oftentimes flavors, experience, and creative and unique combinations are the new decision factors. What is more, in the world of social media, influencers, and countless review platforms, the Michelin Guide is no longer the only inspiration source for a more knowledgeable customer.

Nevertheless, some places on New York's dining scene have earned worldwide recognition and become the city's culinary icons.

Undoubtedly, overlooking Madison Square Park and located at the base of a historic Art Deco building *Eleven Madison Park* is one example. Opened in 1998, the restaurant repositioned itself after post-covid reopening switching entirely to plant-based tasting menus, which led to controversy and negative reviews ever since.

From chef César Ramirez, *Chef's Table at Brooklyn Fare* also holds a three-star Michelin title. The dining experience is Japanese-inspired and French-executed.

Other three-star restaurants include previously mentioned *Per Se*, *Masa*, and *Le Bernardin*.

Representing the two-Michelin star restaurants, *Atera*, offers a sensory dining experience and a seasonal, continuously evolving tasting menu.

Opened in 2021 and located on the 63rd floor of The Pine in the Financial District, *Saga* (two-Michelin stars) serves a rooted in European technique cuisine, drawing inspiration from international flavors and the diverse cuisine of New York City.

Lastly, from the Momofuku Group, *Momofuku Ko* is guided by kaiseki tradition seasonality, innovation, food memories, and the diversity of New York's culinary melting pot. *Ko* has two Michelin stars, which it has maintained since 2009.

Other two-star restaurants include previously mentioned *Daniel*, *Aquavit*, *Jean-Georges*, *The Modern*, *Atomix*, *Aska*, *Gabriel Kreuther*, *Al Coro*, and *Jungsik*.

Awarded one star by the Michelin Guide *Frevo* is an interesting concept that blends the experience of the Brazilian chef Franco Smpogna and Portuguese restaurateur Bernardo Silva.



Chef's Table at Brooklyn Fare



Per se



Momofuku



Eleven Madison Park



Eleven Madison Park



Atera



Le Bernardin



Chef's Table at Brooklyn Fare



Per se

THE POWER OF PLANTS

Veganism, vegetarianism, and plant-based diet is no longer a trend that can be neglected but they are a lifestyle for many. Whether chosen for ethical, environmental, or health reasons, the number of consumers following a plant-based and vegetarian diet has grown significantly in the past years to 2% and 5% of US citizens, respectively. Resulting in almost 10 million Americans choosing a meat-free diet. In the latest 2021 edition of *Vegeanuary*, a monthly long challenge to commit to a plant-based diet throughout January, the number of participants reached over 500,000 worldwide compared to a little over a thousand in 2015. Moreover, only 1% decided not to reduce their meat intake after completing the challenge. Also, in 2021 “Plant-based” was listed as a category of a year with 199% year over year growth. The demand for plant-based options is growing and is not going to slow down any time soon.

From fast-food chains to fine dining restaurants, vegan and vegetarian options go far beyond the traditional perception of a meat-free dish. From healthy, nutritious salads to indulgent comfort food: pulled pork sandwiches, lobster rolls, Mac and cheese, burgers, staples of American cuisine can be found in their very own vegan form. New York plant-based restaurants are exciting, colorful, and bold, proving that through experimentation and unique cooking methods and flavor combination, they can also attract even the biggest meat lover.

With the rising number of meat and dairy alternatives, places such as *Next Level Burger*, *Bare Burger*, or *Beatnic* (previously known as *By Chloe*) reinvent the traditional perception of fast food, making plant-based alternatives equally delicious and indulgent.

Established in 2012 with its mission to be the best vegan restaurant in NYC, serving high-quality and accessible plant-based food, *Beyond Sushi* have created a vegan and kosher menu with unconventional sushi and globally inspired flavors.

Similarly, *Omakaseed*, followed by the mission of *Sushi by Bou*, brings Omakase Style service to the previously underserved vegan and vegetarian community. *Omakaseed* revolves around conscious cuisine, seasonal and local produce, expanding the palates of all who join, vegan or not.

Little Beet Table and its sister, a fast-casual concept, *The Little Beet*, are vegetable-forward restaurants focused on locally-sourced products in a relaxed dining ambiance, founded on the belief that food should make people feel their best.

Located in 5 cities across the US and Canada, *Planta* celebrates the power of plants and strives to expand the accessibility and acceptability of plant-based dining.

As the founder of *Le Botaniste* believes, “Good healthy food doesn’t have to be boring.” *Le Botaniste* is the only organic, plant-based, and carbon-neutral restaurant in New York City. It represents the future of food and offers innovative, unexpected, and delicious ways of eating vegetables in an upgraded fast-casual restaurant, where a solo diner is comfortable and friends can meet to share a bite.

A food and beverage group Overthrow Hospitality is an important player in the plant-based restaurant market in New York. From Executive Chef Shenarri Freeman, *Cadence* is a plant-based restaurant with a healthy and sustainable approach to southern soul food.

Avant Garden, as described by Michelin Guide, is “excellent food that just happens to be vegan.” Opened in 2015, it serves modern vegan food alongside natural wines.

Eterea, an entirely plant-based restaurant by Chef Xila Caudillo, honors her Mexican heritage and Southern California upbringing.

Rabbit is the raw vegan tasting menu concept also from Chef Xila Caudillo and James Beard nominated Ravi Derossi, founder of Overthrow Hospitality. Serving a seasonal tasting menu, showcasing fruits and vegetables with a flair of fun.

Opened in 2016, *Ladybird* is yet another Overthrow Hospitality creation serving vegan tapas and wine.

For the Italian cuisine enthusiast, *Soda Club* is a Michelin Bib Gourmand awarded vegan wine & pasta bar.

Lastly, the Overthrow Hospitality Group also serves their sweet-craving audience with their *Fragile Flour* concept focusing on vegan desserts and wine.

Awarded a Michelin star, *Dirt Candy* is the city’s only vegetable restaurant. Serving nothing but vegetables, with a goal of making them taste better than anything you’ve ever had before. In her laboratory kitchen, Chef Amanda Cohen does not recreate the vegetarian cuisine of other cultures but invents her own.



Planta Queen



Soda Club



Avant Garden



Eterea



Omakaseed



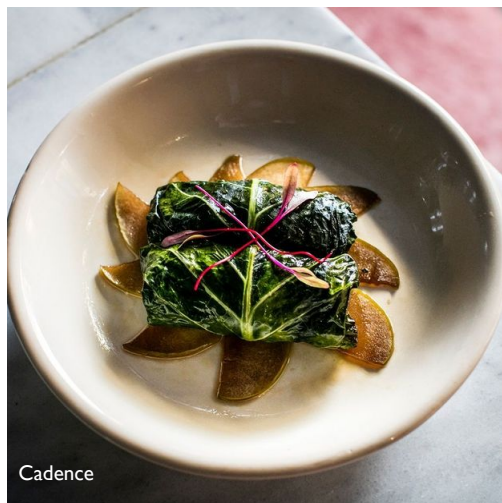
Lady Bird



Beatric



Le Botaniste



Cadence

HEALTHY DOES NOT MEAN BORING

Keeping up with New York's fast-paced way of living can be challenging. As is finding healthy, balanced, and nutritious options for lunch rush hours that haven't given up on taste. Yet, some concepts have successfully identified this and fit into the market just right.

The most prominent example is a US chain *Sweetgreen*. Started in 2007 by three young graduates who were simply looking for a healthier way to eat, they found a market opportunity. With the mission to reinvent fast food and to change the perception that food can be either slow, expensive, and fresh or quick, cheap, and unhealthy. With 957 locations as of October 2022 (21 in NYC), *Sweetgreen* builds healthier communities by connecting people to real food.

A similar concept can be found at *Inday*, a fast-casual restaurant that brings Indian offerings to your daily routine. Or at *Honeygrow*, specializing in nutritious, craveable, and customizable stir-frys, salads, and honey bars.

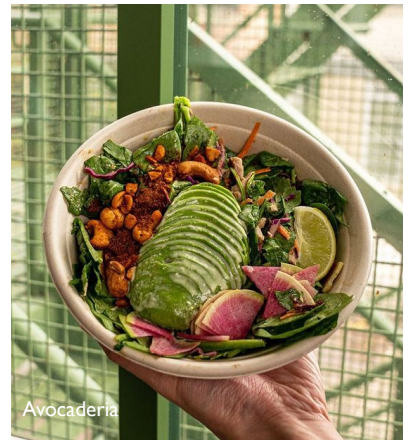
An emphasis on sustainability and the use of local produce has become more visible in the past year, mainly due to push from the consumers' side and their increased willingness to pay for ethical food. The cuisine at Chef Jean-Georges' *ABC Kitchen* reflects a passionate commitment to the freshest organic and local ingredients possible. The seasonally rotating menu focuses on pesticides and GMO free

products. All meat, fish, and dairy are locally sourced where possible. A rooftop garden provides herbs and microgreens; even the beautiful interior design is nature-inspired, featuring recycled building materials.

The Butcher's Daughter, with its 5 locations, has become a national sensation, a popular hang-out spot, and a true social hub. Serving a daily-changing menu from breakfast until dinner, it welcomes its customers with 100% vegetarian cuisine with many plant-based and gluten-free options. A place where vegetables and fruits are treated like meat: chopped, filleted, and carved to achieve ultimate nutritious perfection.

With the purpose of creating comfort and well-being through healthy food, founded by a group of friends, *Avocaderia* is the World's first Avocado Bar, with three New York locations in Brooklyn, Chelsea, and Midtown. Serving salads, bowls, and toasts all featuring vitamins and antioxidants with rich avocados. *Avocaderia* is committed to using organic, seasonal, and locally sourced produce where possible.

Lastly, an interesting concept can be found at *Public Records*, where music and food coexist, bringing what is best in one another. With its mission to respect the earth and its inhabitants, the menu at *Public Records* is 100% vegetarian.



ON WEEKENDS WE BRUNCH

In 2014 one New York Times columnist wrote, the "brunch industrial complex" has spread across New York City "like a virus." What started in 1895 by writer Guy Beringer, who essentially just wanted to sleep in late on Sunday, has become a worldwide phenomenon. In fact, no other meal has received this amount of controversy. You either love it or hate it. While many ask what is so special about eating breakfast outside the comfort of one's home, brunch is much more than a meal. It is a social gathering, a break from a weekly routine, and an excuse for judgment-free day drinking.

Besides the traditional American breakfast, including pancakes, waffles, eggs, and bacon, many places take a creative spin on breakfast items blending in international flavors, creating an incentive to get out of bed.

Particularly, modern Australian cafes have found their place in New York. Places such as *Duddley's Hole in the wall*, *Ruby's*, *Butler*, or *Two hands* are all rooted in Australian cuisine, offering fresh, balanced, and light creations in a minimalistic and casual setting.

Drawing inspiration from home country flavors was the idea behind many concepts in New York. For Middle Eastern-inspired brunch, one should pay a visit to *12 Chairs*. Similarly, The menu at *Jack's Wife Freda* tells the story of the owner's childhood dishes from Israel and South Africa, as well as New York's Jewish food and

culture. An interesting concept can also be found at *Agi's Kitchen* an all-day restaurant and pastry shop offering market-driven cuisine with heavy Jewish & Eastern European influences. *Agi's* boasts dishes such as Leberkase (Pork Pate, Roasted Apricot jam, Fried Egg on a Soft Potato Bun) and Palacsinta (Rolled Crepes) with fresh cheese, brown butter, and toasted caraway. *Agi's* also serves an all-Hungarian wine list and local NY State craft beers.

French cuisine has a visible influence also in the brunch scene. An all-day cafe, bakery, and market-driven bistro, *Lafayette*, has become a must-visit spot on the New York culinary map and a destination for a viral chocolate croissant that debuted in April 2022. Similarly, founded in 1985 by Union Square Hospitality Group, *Union Square Cafe* is yet another truly recognizable place. Sharing the concept of creating a homey and cozy atmosphere, the menu found at *Maman* highlights childhood favorites from the South of France.

For more European influences, one can pay a visit to *Ciao, Gloria*, a neighborhood American café and bakery with a decidedly Italian accent. Constructed by Renato Poliafito, the former co-owner of *Red Hook's* iconic bakeshop, the menu ranges from pistachio croissants, ciambellone, amaretti cookies, and biscotti to American classics such as chocolate chunk cookies. Many Italian primary dinner-oriented restaurants such as *Locanda Verde*, *Supper*, *La Pecora Bianca*, *Cecconi's*, *Olio e Piu*, and *Scarpetta* started offering a brunch menu to leverage this phenomenon.

Day-to-night places have gained popularity in recent years, and a Western-inspired Japanese café (Kissaten), *High Collar*, is a great example of a cafe-by-day, bar-by-night spot.

Some concepts focus solely on one ingredient, like the idea behind the *Egg Shop*. This Egg-centric place opened in 2014 in Soho, inspired by the versatility of the egg.

Nevertheless, some places, such as *Sunday in Brooklyn*, focus on what best the American cuisine has to offer, reinventing its classical breakfast, offering modernized cheddar scramble, biscuits, and gravy, or brown butter pancakes.



Two Hands



Maman



Butler



Hole in the wall



Sunday in Brooklyn



Egg shop



Butler



Dudley's



Butler

SPILLING THE TEA ON AFTERNOON TEA

Introduced by Anna, the seventh Duchess of Bedford, in the year 1840 in England, an Afternoon Tea was initially an additional small meal to keep the energy throughout the day until late dinner. With time it developed into a social gathering, a time to relax, recharge and share gossip with other participants. The special ceremony traveled across the ocean over a century later in the nineteen-eighties, when a London ex-pat Nicola Perry drafted a business plan for “an English-style tea room, designed to introduce an American clientele to the delights of a great British tradition.” Ever since many hotels offer a high-tea that has changed its purpose from a daily routine to a special treatment or celebration.

Undoubtedly, the most famous and some might say prestigious afternoon tea can be found at the *Palm Court at the Plaza hotel*. Featured in many movies such as “The way we were,” “Home Alone,” or “Sleepless in Seattle” contributed to its undeniable popularity. Other spots for this afternoon treat can be found at the *Cafe Carlyle* at Rosewood, *Pembroke Room* at the Lowell, the *Crosby Street hotel*, or the *Williamsburg hotel*, which offers a more relaxed and modern approach to the traditional classical high tea ambiance.

Its success in New York also found a French tea room, *Maison Ladurée*. Lastly, an interesting concept worth-mentioning was created by the Brooklyn-founded *Tiffany and Co.*, which offers afternoon tea at its *Blue Box* located at 5th Avenue.



IT'S DESSERT TIME

New York City is a perfect destination for those with major sugar cravings. Not without reason, one of the most lovable desserts worldwide includes the city's name, The New York cheesecake. Many argue about where the best one can be found, but names such as *Junior's* and *Eileen's Special Cheesecake* seem to be the most repeated ones. Both brands rely on a carefully crafted traditional recipe and baking process and have die-hard fans. The cheesecake competition in New York is fierce. Therefore, not surprisingly, a popular US casual-dining chain known for its extensive menu, *The Cheesecake Factory*, has only one outlet in New York (and far from the city center).

If families have been divided over a cheesecake quarrel a similar battle is fought over finding the best chocolate cookies in NYC. Yet, here the opinions are split even more. The extensive research found *Culture Espresso*, *Maman*, *Jacques Torres*, *Mah ze dahr*, *Chip City*, and *Schmackary's* to have loyal brand advocates. However, while some found them overrated the ultimate winner title still belongs to the cookies found at the *Levain Bakery*, and long lines are undeniable proof of that. Founded in 1995 by two friends and their shared passion for food, a small bakeshop became a New York institution.

A business concept that deserves an honorable mention for its uniqueness is *Insomnia Cookies*—founded in 2003 by Seth Berkowitz, who realized during his studies at the University of Pennsylvania that the post-party food offering was savory focused,

neglecting those with sweet late-night cravings.

While not necessarily famous solely in New York City, pies are adored across the US. In New York, the best, homemade, made from scratch, highlighting the use of best quality ingredients can be found at the *Little Pie Company* and *Peete's Pie Company*.

Yet, the sweet offering does not stop there. For the most indulgent cakes, one can go to *Martha's Cake bakeshop* and the iconic *Magnolia bakery* to try their signature banana bread pudding.

A New York City sweet scene is also a home for famous chefs and their expertise. As mentioned previously, *Jacque Torres*, besides chocolate chip cookies, creates the best gourmet chocolate in New York. A French James Beard Award-winning Pastry Chef, *Dominique Ansel*, is a creator of viral pastries such as croissant-donut hybrid, *Cronut* (named one of *TIME Magazine's* "25 Best inventions of 2013"), *The Cookie Shot*, *Frozen S'more* or the *Blossoming Hot Chocolate*. Lastly, another James Beard award-winning pastry Chef is *Christina Tossi*, a founder behind the *Milk bar* concept, "one of the most exciting bakeries in the country," according to *Bon Appetit*, who has been shaking up the dessert scene since 2008.

However, besides American sweets, New York also welcomes more international creations, such as Korean desserts found at *Grace Street Coffee and Desserts*, including Korean donuts, *Shaved Snow*, or *Mochi Waffles*.



BAR SCENE

Initiated in 1919, the 18th Amendment, which prohibited manufacturing, transportation, and sales of alcohol, led to the rise of the speakeasy bar concept. The establishments that would secretly and illegally serve alcohol during Prohibition were often hidden behind the legal business and are popular to this day.

One of the examples is *Please Don't Tell*, an East Village award-winning cocktail bar hidden behind the phone booth of a famous hot dog joint, Crif Dogs.

What initially held a ground-breaking speakeasy from cocktail pioneer Sasha Petraske, *Milk & Honey* became ranked 22 on the World's Top 50 bars list, *Attaboy*. Hidden behind a metal door, *Attaboy* offers an intimate speakeasy vibe and a menu-less concept.

Another Top 50 list mention is *Employees only*, a West Village-located speakeasy preparing classical creations with twists.

More time-traveling experience is offered at the *Bathtub gin*, where located at the back door of the Stone Street coffee shop entrance takes you back to the 1920s Prohibition period.

Situated in the historic pre-war cellar, *Thyme bar* is a cocktail lounge offering an intimate atmosphere and a uniquely crafted tasting cocktail menu.

What was formerly known as the Manhattans' best-kept secret, *Dead rabbit*, is now the world's most recognizable pub.

Opened inside a former opium den, *Apothéke's* focuses on crafted medicinal-inspired cocktails and traditionally prepared

absinthe-based creations. Each Wednesday, the bar features Prohibition-era cocktails.

A similar idea brought *Mace* to life. Opened in 2015, the cocktail menu incorporates unique spices from around the world. Lastly, a place that can't be missed is *The Garret west*. One of the current hottest spots in New York, hidden above a famous Five Guys burger joint.

At *Bar goto*, Kenta Goto takes a modern spin on traditional Japanese cocktails alongside a creative food menu with plates like street food *okonomiyaki*. Another internationally inspired concept can be found at ranked number 9 in the world, *Katana Kitten*. Offering western-inspired Japanese food, such as *sandos*, and Asian-influenced drinks, including highballs like the *Slowpitch Paloma* (tequila, Pocari Sweat, Thai chili, lime zest) or a signature *Hinoki Martini* (vodka, gin, fino sherry, junmai daiginjo, and hinoki tree essence).

What makes many bars stand out is their location combined with a pompous, glamorous, and stylish design. Ranked as the 36th best bar in the world, *Dante* serves small plates and artisanal cocktails in the historical setting, now registered as the city's landmark. Leveraging the classical feel, the menu specializes in various versions of a traditional *Negroni*.

Another example is the famous *Campbell bar*, located in Grand Central Terminal at 15 Vanderbilt Avenue, an iconic New York institution.

With locations in New York, Los Angeles, Dubai, and Miami, *Socialista* is a private,

members-only concept. The ambiance imitates the privileged pre-revolution Habaneros lifestyle. The interior blends the eclectic architecture of old Havana, colonial Europe with 20th century modernism. The cocktail menu is inspired by the tribute to Caribbean islands.

New York's bar scene invited concepts like no other in the world. Named world's 6th best bar, *Double Chicken Please* is a Lower East Side restaurant and cocktail bar where the most iconic dishes inspire the drink menu. Some menu highlights include liquid forms of Japanese cold noodle, cold pizza, or Key Lime pie.

Lastly, the concept at Death at Co. is inspired by the past thinking that those who consume alcohol keep company with death. The carefully crafted, creative inventions are made to convince that it is ok to enjoy a drink from time to time.



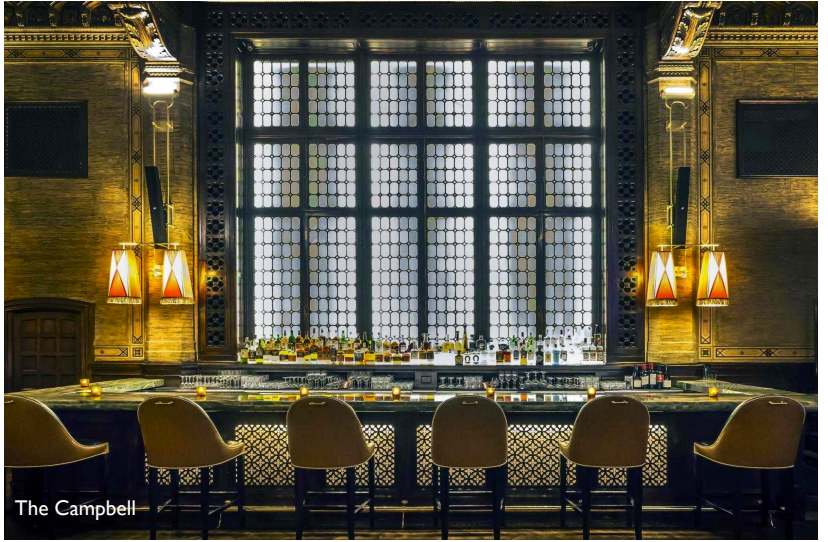
Socials



Peak



Apotheke



The Campbell



Death & Co.



Thyme bar



Bathtub Gin



Ophelia



Dante

ROOFTOPS

Since its beginning in the 1880s, when extravagant theater rooftop gardens attracted its audience mainly during summertime, rooftop bars have been gaining popularity. The combination of a luxurious feel and impressive city views makes people ultimately less price-sensitive.

One of New York's most iconic rooftop bars, *Ophelia*, was built in 1928. Located at the art deco tower on the East River, it originally served as a women's-only club, rebranded in 1934 and opened to all, including its regular – Frank Sinatra.

Located in the Flatiron/Nomad area, *230 Fifth* is New York's largest all-year outdoor and indoor bar and event space. Especially popular during winter for its signature heated igloos.

Just one floor above a previously mentioned Michelin-starred SAGA - *Overstory* is a bar situated on the 64th floor of 70 Pine Street. A wraparound terrace surrounds this contemporary cocktail bar with 360-degree views of the New York City skyline. |

More breathtaking 360-degree views can be found at the *Panorama Room rooftop bar* on the 18th floor of the Graduate hotel on Roosevelt Island.

Some might say that the *St. Cloud* is the ultimate rooftop bar in NYC. Located at the Knickerbocker hotel overlooking Times Square, *St. Cloud* offers a progressive cocktail menu, craft bottled beers, and an upscale seasonally focused small plates menu. Similarly to *230 Fifth*, the Sky Pods are place's signature alongside stylish design and good music.

Hotels are definitely a common destination for premium rooftop bars. Such as a cocktail-oriented with an elegant atmosphere, *Dear Irving on Hudson* on the 40th floor of the Aliz Hotel, or a *Refinery Rooftop* at Refinery Hotel, offering views of the Manhattan skyline and Empire State Building. *Upstairs* at The Kimberly Hotel is another classical and timeless bar focusing on champagne cocktails. A more lively ambiance is offered at yet another famous rooftop bar at the *top of the Public* hotel. This modern place is known for its jaw-dropping 360-degree city view, floor-city windows, and outdoor space that transforms into a vibrant night hotspot with the best D.J.s.

From the Tao Group Hospitality, a concept located at the top of the Moxy hotel, *Magic Hour bar* is one of the city's most instagramable rooftops giving “urban amusement park” vibes and astonishing Empire State Building skyline views. The different areas feature a gallery-like entrance hall; a small interior lounge with an urban-industrial feel; two outdoor spaces, an elegant garden overlooking the Empire State Building, and a rotating antique carousel.

Some other worth-visiting destinations include located on the 15th floor of Hotel Indigo, *Mr. Purple*, known for its artistic graffiti *Arlo Rooftop* at A.R.T. SoHo hotel, or Hotel Hugo's *Azul* rooftop inspired by the streets of Old Havana. Lastly, for more international flair, one should stop at *Bar Blondeau*, a French-style bar on the sixth floor of Wythe Hotel, featuring a seafood-forward menu with French, Spanish and Portuguese influences.

An interesting concept can be found on the 14th floor of Eataly NYC Flatiron. *SERRA* by *Birreria* features rustic dishes and vibrant handcrafted cocktails in an immersive floral environment. Meaning “greenhouse” in Italian, *SERRA* changes its menu seasonally, which reflects the Italian countryside.

Another place with a fantastic design is an *Elsie Rooftop* designed by Elsie de Wolfe, a female interior designer known for replacing dark Victorian decor with a lighter and more feminine style.



Overstory



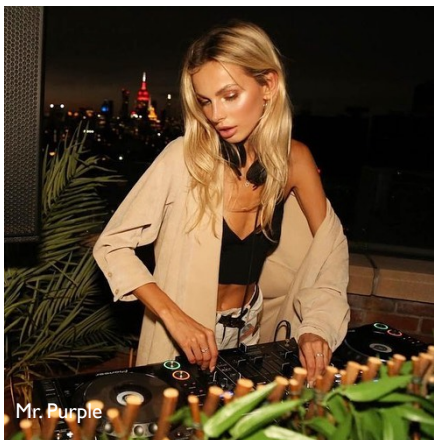
Dear Irving Hudson



Empire



The Rooftop at the Public



Mr. Purple



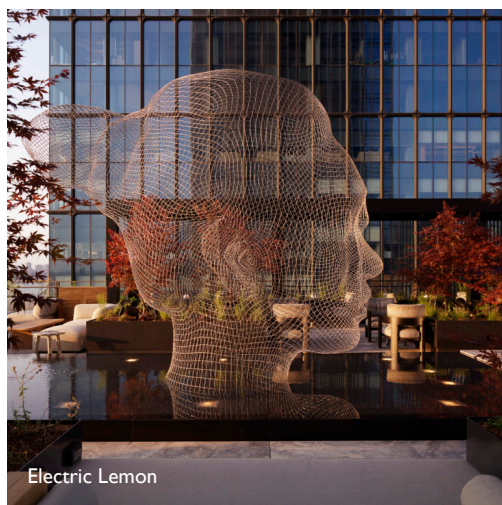
Dear Irving Hudson



Dear Irving Hudson



Overstory



Electric Lemon

WINE BARS AND BEVERAGE PAIRINGS

The wine bar scene of New York is diverse, abundant, and innovative. The combination of timeless wine with the encouraging conversation atmosphere makes it a perfect after-work socializing activity that does not seem to be losing popularity anytime soon.

Amélie wine bar has changed the way good wine is consumed. Served in a chic and sensual environment, with good music, the founder's mission was to make good wine accessible, affordable and fun, resulting in a crowded place every night of the week.

The laid-back ambiance at *Aldo Sohm Wine Bar* embodies the energy of New York. The place describes its wine list as focused, balanced, dynamic, and surprising.

Another vibrant place is *Ardesia*, where the eclectic food menu perfectly matches both local and international wine. You must find a way to pass by their impressive glass wine display.

Similarly, *Temperance* has a pretense-free approach to food. Their eclectic shareable plates perfectly harmonize with the award-winning wine list with over a hundred wines available by the glass.

Many concepts decided to supplement their wine list with traditional French cuisine. For example, the wine bar *Ruffian* is a chef's table concept focusing on Southern French wine and cuisine. Its menu mostly features vegetarian dishes, with many gluten-free and vegan options.

Jadis, French for "long ago," is a cozy, warm, and intimate lounge bar. Its sustainable, organic, biodynamic, and natural wine perfectly complements French classics such as escargot, Cassoulet, or Beef Bourguignon.

Lastly, from the team behind *Oxalis*, *Place des Fetes* matches their wines with French appetizers such as oysters, sardines, and other fermented dishes.

Not only does French cuisine blend with wine, Italian dishes pair just as well. The dark, intimate, cozy atmosphere of *Aria*, a taverna-style restaurant, offers uncomplicated and affordable Italian dishes accompanied by good wine. Inspired by the traditional recipes from Piedmont, *D'Antan* offers over 100 natural wines by the glass that match perfectly authentic Italian cuisine. Known for its relaxed atmosphere and community table, *Terroir* is a place to visit for a sizeable by-the-glass menu accompanied by Italian tapas.

The emerging trend of natural wine is definitely present in New York's wine scene. Created in 2015, *June* was the first natural wine concept in Brooklyn. *Have & Meyer* is another natural wine bar serving Italian cuisine. A truly sustainability-oriented, *Rhodora Wine Bar* strives to be the first zero-waste wine bar in the United States. Its unique food offer is inspired by the tapas-style conserve popular in Portugal and Barcelona.

For the US-rooted concept, *Coast and Valley* is a place to visit with its California-based wine list. As well as, *Winona's*, a family-run restaurant, all-day café, and natural wine bar serving modern American cuisine.

Set in the heart of Williamsburg, *Brooklyn Winery* specializes in wine tours tasting, and hosting private events.

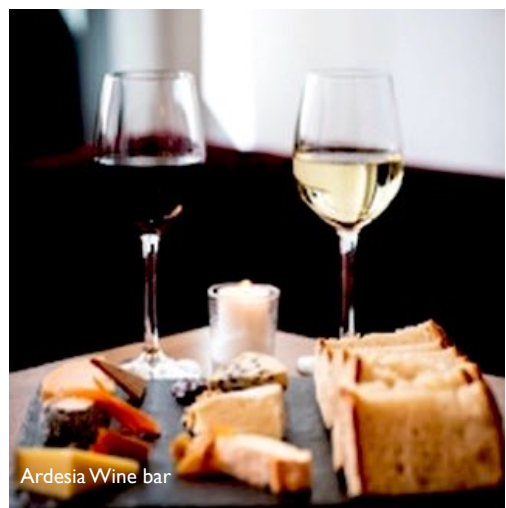
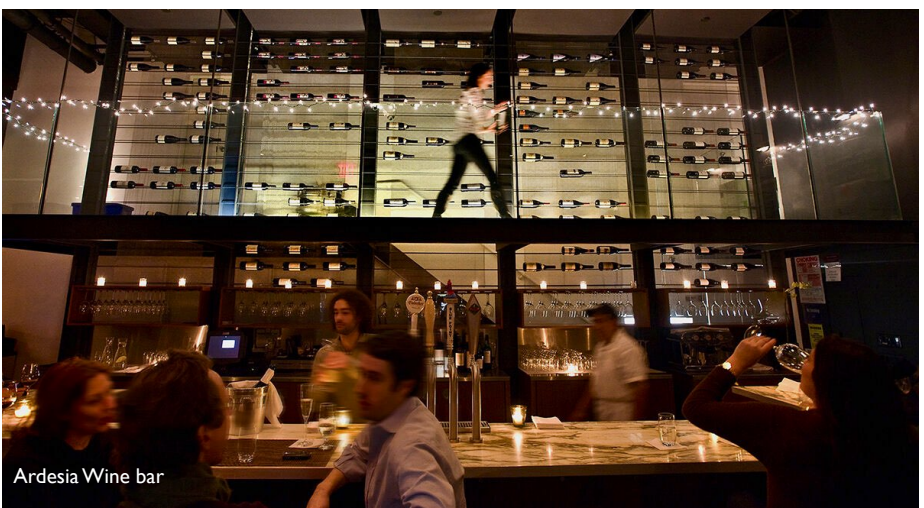
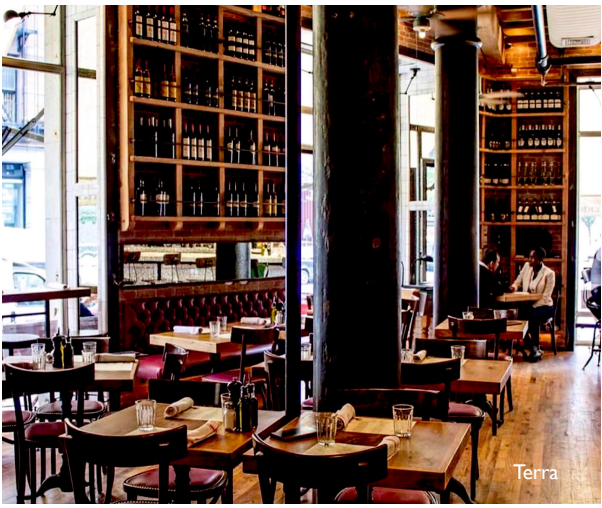
Another very interesting concept can be found at *OStudio*, an intimate restaurant and wine bar hosting different chefs each month.

Lastly, The concept at *Murray's Cheese* fully evolves around cheese. The menu highlights include cheese and charcuterie boards, baked fall apple and gouda dip, grilled cheese sandwiches, variations of Mac and Cheese, or goat Cheesecake, all accompanied by the extensive wine selection.

While the pairing of French or Italian cuisines alongside a glass of wine can hardly surprise anyone, some places break this traditional food and wine combinations to bring unique concepts to life.

A great example is a dessert bar, *Chikalicious*, where innovative individual desserts are accompanied by wine pairing carefully crafted by the house sommelier.

For a more sweet experience, *Ayza wine and chocolate bar* offers wine and chocolate pairing from the chocolate Master Jacques Torres as well as six different variations of Chocolate Martinis.



DESIGN

It is safe to say that the Covid-19 pandemic forever changed the way we dine out. Safety and comfort have become top priorities which are reflected not only in the way the space is organized but also in the interior design.

Customers will, first of all, seek more comfortable seating to resemble the feeling of being at home. Restaurants should also consider designing their ceiling to help elevate the space and make it more comfortable and inviting. The popularity of warmer palettes will continue to rise, providing a feeling of homeliness, coziness, and a sense of cleanliness. Warm and neutral colors will pair with bolder shades such as deep red, yellows, and orange, shifting from cooler base such as grey, white and black. The research suggests that warm palletes are welcoming and inviting, create a more intimate atmosphere and, in fact, can increase excitement and stimulate hunger. What is more, warmer tones make for a better-quality picture background.

What could be neglected a few years ago now has become free publicity and a powerful marketing tool. Adding in a bold, trendy, or even controversial piece of art, installation, or wall design can help to drive traffic to your business and become an "instagrammable" restaurant. Exterior murals are another relatively cheap and effective marketing tool. As both locals and tourists are likely to take pictures and add the location tag bringing more potential customers. In fact, the exterior appeal of the

restaurant should be given as much attention as the interior. We are talking about successful branding, the use of logos, a well-thought color palette, and artwork to convey the brand personality and the vibe of the place and ultimately attract the right clientele. Mentioning art, aligning with a trend of community and creating a true sense of place, partnering with local artists seems to be on the rise. As locally-sourced food is becoming a commodity, it is time to turn to the physical space of the restaurant.

Ethical Design and sustainably sourced materials will be another visible trend. Restaurants are slowly shifting to wood, stone, grass, bamboo, digitally printed concrete tiles, activated charcoal, and cork, all being both eco-friendly and aesthetically pleasing. Moreover, wood, in particular, gives the feeling of richness and coziness, aligning with a neutral color palette and customers' expectations. There is also a visible movement to implement more plants into the interior design as they improve the perception of the space and increase overall happiness.

As safety becomes the top customer concern, skepticism rises. A more empowered and knowledgeable customer will pay more attention to how the food is prepared, the ingredients used, and overall kitchen hygiene. For a good reason, the rise of the open kitchen will not stop anytime soon. It does not only help to build trust and show transparency but provides an element of a show, improving the overall dining experience. Speaking about experience, engagement of all

the customers' senses also seem to increase its importance. Designers are incorporating acoustic solutions to stimulate the auditory part or implement various textures to awaken a tactile sensibility. Some might even say that the days of minimalistic design are over. More eclectic design, mixing and blending contrasting furniture and fabrics such as velvet or linen, will improve the restaurant's uniqueness, making the concept more memorable. Evoking emoting is another emerging trend. Tapping into diners' nostalgia by adding references to past popular food items or pop culture will become a common practice.

Lastly, During the pandemic, many places decided to expand their outdoor spaces and adjusted their current terrace for all-year use. This space optimization technique and satisfaction from the customer side suggest that the popularity of outdoor sitting will continue to rise, providing a new channel of income for restaurateurs.



Mamam



Hunan Slurp



Urban Backyard



Cecconi's



ABC Kitchen



Gallow Green



Soda Club



Serra by Birreria



Top of the Standard

CONCLUSIONS

This research only concludes that New York's dining scene remains the trendsetter and one of the most relevant cities for the restaurant industry. It is where new culinary inventions and concepts are born, and successful businesses thrive. New York's dining scene is dynamic, diverse, exciting, and constantly surprising.

In this paper, we have looked at the city's food icons and the new face of American cuisine. Then we analyzed the ethnic diversity of New York's restaurant scene with different cuisines from all over the world. Also, we mentioned emerging cuisines and unique fusion restaurants. Then the report dived into the fine dining scene and Michelin- starred restaurants, including the concepts of renowned chefs and icons from across the world. The food part of the paper continued by examining the emerging trend of sustainability, plant-based diet, and health-oriented concepts.

Lastly, we studied the brunch phenomenon, the unrelenting tradition of the afternoon tea, to finish with the mouth-watering and indulging dessert scene.

Then, focusing on beverages, we concluded that the bar scene is equally thriving, with a few places positioned on the world's top 50 bar list (2022 edition). New York is also where speakeasies were born, rooftop bars are the city's hottest night spots, and wine bars are constantly gaining popularity for the after-work aperitif. We also mentioned the concept of wine and food pairing and its more exciting variations, such as wine and chocolate or the wine and dessert tasting menu.

In the design chapter, we learned that the pandemic has forever changed how we perceive dining as we try to return to the pre-covid way of living. As safety and comfort become top priorities, creating a homely ambiance with warm color palettes and nature-inspired design leads the way.

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