

For immediate release
April 10, 2009

Brooklyn Fare
200 Schermerhorn St.
Brooklyn, NY 11201

Brooklyn Fare

New independent, local gourmet market to offer unprecedented food selection and service to downtown Brooklyn beginning April 22, 2009.

Brooklyn, NY — Beginning Wednesday April 22, 2009, the residents and workers of Downtown Brooklyn will have a local, independent market to answer all their food and grocery needs, from the everyday to the extraordinary, when Brooklyn Fare (200 Schermerhorn, corner of Hoyt Street; 718-243-0050), a full-service gourmet destination, opens its doors. Brooklyn Fare will offer customers a wide selection of fresh, packaged, and prepared foods as well as household and convenience items, plus a coffee bar and café, seven days a week from 7am to 9pm.

Proprietor **Moneer Issa** (known to friends and associates as Moe), a Brooklyn native, speaks fondly of childhood visits to the fabled neighborhood grocers, butcher shops, and fishmongers of his home borough and conceived Brooklyn Fare with those experiences in mind. “Brooklyn Fare will meet the needs of modern customers who expect the highest quality, with the warm, personal, and expert service of a quintessential Brooklyn market,” says Issa. “Part of that service is providing a much needed, one stop resource for the community, as well as a social destination and gathering place.” Issa is quick to add that, “It also means charging the reasonable prices any self-respecting Brooklynite would demand.”

A comprehensive food destination, Brooklyn Fare will offer fresh produce, pristine seafood, and the highest quality poultry and meats, as well as a delicatessen and cheese counter, each department staffed by specialists ready to dispense advice and/or cut or butcher to meet special requests. Brooklyn Fare will also stock a full range of cooking staples and specialty ingredients, an international array of beers, and household items ranging from cleaning supplies to toiletries. As part of its mission to be a convenient and complete resource for the neighborhood, Brooklyn Fare will deliver groceries to area homes and offices.

Also available at Brooklyn Fare will be an extensive menu of prepared meals ranging from salads and soups to an ever changing roster of hot meals, all of them designed and created by the chef **César Ramirez** and culinary staff in a dedicated kitchen, visible to passers-by, located just down Schermerhorn Street in the same building. César, formerly of the restaurants Bouley and Danube in Manhattan, and most recently Executive Chef of Bar Blanc, offers a breadth of the selections providing restaurant-caliber lunches to people who work in Downtown Brooklyn, and a welcome option to residents of the area looking for a new, sophisticated choice for dining at home throughout the day and evening.

Brooklyn Fare will also house its own coffee bar and café featuring hot and iced tea, coffee, and espresso beverages, fresh baked goods and pastries from Brooklyn's esteemed **Choice Market**, and a selection of Brooklyn Fare's own house-made foods either to go, or for enjoyment in the windowed café area that looks out on the intersection of Schermerhorn and Hoyt Streets. Branding firm **Mucca Design**, frequent collaborators with Keith McNally and Steven Starr, developed the market's identity, collateral, and interiors, creating an engaging environment and experience for shoppers. A dedicated checkout line will speed café customers on their way during the morning rush hour, and at other times of day. Plans are also underway for a sister catering operation out of Brooklyn Fare's kitchen. The catering menu will offer a wide spectrum of casual and upscale cuisine to offices and residences throughout the Brooklyn area, with menus and à la carte options suited to everything from corporate lunch meetings and holiday parties to birthday parties and other personal celebrations. The open kitchen will also host a rotating series of cooking classes led by Chef Ramirez and his guests, featuring favorites dishes and seasonal specialties.

Brooklyn Fare, an independent local market, has one deceptively simple goal: to provide a complete, convenient, and hospitable shopping resource for its community, offering a broad range of grocery, gourmet, and household items in an old-fashioned corner store environment. Brooklyn Fare strives to meet every need, from the everyday to the extraordinary with the same enthusiasm, and promises fair prices and a level of personal care and attention usually associated with neighborhood shopkeepers.

For more information about Brooklyn Fare please contact Perry Lowe at 212.965.9821, Moneer Issa at 718. 243.0050 or visit www.brooklynfare.co