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Larry King's new calling: Unveiling 'Brooklynized' bagels



Armed with trademarked "Brooklynized" water, Larry King proves it's never too late to realize a dream. After retiring from his television show, it seems King has discovered a new purpose: bagel restaurateur for the West Coast Original Brooklyn Water Bagel Co. in Beverly Hills, which opens Friday.

VIPs such as the mayor of Beverly Hills will help King launch the shop with a ribbon-cutting ceremony Thursday, partying like rock stars as Brooklyn borough President Marty Markowitz presents the Brooklyn Bridge via video.

After the 6 a.m. opening, King will offer the first 100 customers a free half-dozen bagels. At the shop, customers can marvel at the processing equipment that produces Brooklynized water. It's encased in glass and sits under 24-hour spotlights. It is Beverly Hills, after all.

-- Max Diamond

Unique Visitors: 3,261,727

<http://latimesblogs.latimes.com/dailydish/2011/03/larry-kings-higher-calling-unveiling-brooklynized-bagels.html>