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## Restaurant News

### Upstart Bagel Company Preps Executive Team

[2009-11-04] Kevin M. Holbrook was named chief financial officer of The Original Brooklyn Water Bagel Co., which is looking to take its New York bagels worldwide.

"We are thrilled to have someone of Kevin Holbrook's caliber and experience join our team," says Steven M. Fassberg, president and CEO of the company. "Together we plan to make this the ultimate destination to buy bagels worldwide."

The Original Brooklyn Water Bagel Co., which opened its first restaurant August 10 in Delray Beach, Florida, uses a patented water filtration system that can duplicate Brooklyn water anywhere. Connoisseurs recognize that water is the secret to the perfect New York bagel, which features a thin, crusty outer shell and an airy center. Much like the brew pub experience, customers are able to look through glass to observe the water treatment system and bagel making.

The company plans to sell hundreds of franchises within the next two years and already is registered to franchise in 37 states. The menu features 26 varieties of baked Brooklyn bagels, sandwiches, and Boca Java's roasted gourmet coffee.



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Holbrook, a certified public accountant with degrees in finance and accounting from Florida State University and Florida Atlantic University, was most recently president of Boca Java, a coffee roaster and retailer in Delray Beach. He has a variety of experience in a range of businesses: consumer products, hospitality, service, and technology in divisional corporate, public, private, and start-up environments.

He joins the management team of Fassberg and Scott Harris. Fassberg, president and CEO, is a former investment banker and mortgage professional who opened, developed, and sold several restaurant concepts and delicatessens from 1984 through 2002. Harris has held executive positions, specializing in developing strategies for Fortune 500 companies and negotiating strategic partner agreements with Microsoft, Dell, HP, IBM Global Services, Partech, NEC, Sony Online Entertainment, and Raytheon.

"I love the concept," Holbrook said. "The energy level is high. Steve Fassberg and Scott Harris are bright, ambitious, passionate, and connected. It's a natural fit. It's amazing what they've been able to do in a short period of time. Having a superior management team will take it to the next level, and I'm excited to join the team and help shape the strategic direction of the company."