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**WATER INDUSTRY NEWS**

**Good water and bagels go together**

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DELRAY BEACH, FL — A former New York deli owner who has set up a Brooklyn-style bagels restaurant in this Florida city is banking on his business's water treatment system to deliver a longed-for taste experience, according to an August 10 *Palm Beach Post* [story](#) published in *The Miami Herald*.

Steve Fassberg, a South Florida mortgage broker and owner of the Original Brooklyn Water Bagel Co. restaurant, is on a quest for an authentic bagel — crusty on the outside, chewy on the inside. An all-important factor is the water used to make the bagel, the story said.

To achieve New York-style water, he partnered with Aquathin, a Pompano Beach-based manufacturer of water treatment systems. With the equipment, Fassberg wants to transform his South Florida tap water into what he claims is the equivalent of Brooklyn-style mineral water, the story said.

Aquathin analyzed the Brooklyn water. The company then designed a system that removes all the chemicals and minerals from the local water in Florida. It then adds minerals to give it that "Brooklyn" taste. Fassberg says his "made-from-scratch" Brooklyn water is better than the real thing because less-than-desirable elements such as lead and chlorine were left out of the product water.

Fassberg said he plans to open Original Brooklyn Water Bagel Co. stores around the country in the future.

Public tap water in Brooklyn is supplied by the New York City water system, whose product has won a number of taste-testing competitions.

To read the full story, click [here](#).

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