

Former Dean of the School of Hospitality and Tourism Management at FIU, Named The Original Brooklyn Water Bagel Company's Vice President



DELRAY BEACH, Fla., Dec. 1 /PRNewswire/ -- The Original Brooklyn Water Bagel Company announced today it has added Dr. Joseph West as Vice President of Global Operations and Training.

West, who served as Florida International University's School of Hospitality and Tourist Management Dean for 10 years, made history when he established an FIU satellite campus in Tianjin, China - becoming the first school in the United States to do this.

On a personal level, West was the co-founder of the South Beach Food and Wine Festival. He has also served as chairman of the Department of

Hospitality Administration in the College of Business at Florida State University in Tallahassee and was director of the Hospitality Education Program (HEP) for Florida's Department of Business and Professional Regulation.

In addition to his academic experience, West knows what it is like to maintain quality and keep food costs in line in a restaurant as he was vice president of two restaurant companies and presently serves on the board of Benihana Corp.

"Joseph will be instrumental in every aspect of the operational side of our growth," said Steven M. Fassberg, CEO. "His extensive knowledge of the food industry teamed with our exclusive, patented water technology will enable our franchises to reproduce a healthy Brooklyn bagel anywhere in the world."

"The water technology offered by the restaurant is a wonderful concept," said West, who is taking a sabbatical from FIU to launch the franchise model and refine the operations manual.

"This is a great opportunity to grow this company from one unit to thousands of units."

About The Original Brooklyn Water Bagel Company

Founded in 2009 in Delray Beach, Fla. and opening soon in Boca Raton and Aventura, The Original Brooklyn Water Bagel Company is positioned to revolutionize the quick service food industry worldwide. It owns the patented water technology that recreates Brooklyn water, allowing its franchises to produce a distinctive Brooklyn bagel anywhere in the world. The water is also used for everything from Coca-Cola to freshly roasted private label gourmet coffee to ice cubes. The company is presently selling franchises throughout the country using the Development Agent model. Larry Feldman, who was instrumental in the creation of this model, is an Original Brooklyn Water Bagel Co. advisory board member and CEO of Subway Development Corp. For more information, call 877-BAGEL-80 or visit

www.brooklynwaterbagels.com.

SOURCE The Original Brooklyn Water Bagel Company