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<http://restaurantnews.com/brooklyn-bagels-first-franchisee-a-first-responder/>

Brooklyn Bagel's First Franchisee a First Responder

When Michael D'Angelo III, former New York City firefighter and first responder on Sept. 11, 2001, tasted his first bagel and bottled water from The Original Brooklyn Water Bagel Co., he immediately thought, "I'm home." Now the convert will deliver Original Brooklyn bagels to South Florida as the company's first franchisee and development agent.

D'Angelo, 20-year Brooklyn firefighter and restaurateur, brings the commitment he displayed serving the New York community from Firehouse No. 247 to the company, where as a development agent he will identify possible franchisees and guide them in developing and operating stores in Palm Beach County and the Treasure Coast. D'Angelo will be franchise No. 247 in honor of his former fire station.

"Michael's passion, commitment – to his Brooklyn roots and The Original Brooklyn Water Bagel Co. – are the qualities that will drive our development agents and franchisees to success," said President and CEO Steven M. Fassberg, who carefully hand-picked D'Angelo. "Leadership like his fuels the momentum for our expansion throughout the U.S."

D'Angelo, a Jupiter resident, plans to build his first store as a franchisee in the Jupiter to Palm Beach Gardens area within six months. The store kicks off an aggressive plan to expand through franchising by the company, which recreates the unique taste and quality of New York bagels through a patented water process that replicates Brooklyn water that's used for all the company's food and beverages.

"Business success is all about consistency, quality and value," said D'Angelo, a Fordham University graduate who gained restaurant experience as a teen and later owned a New York Italian restaurant and caterer. "Brooklyn Bagel has added a science to the business that ensures it will always be perfect."



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Founded in 2009 in Delray Beach, Fla. and opening soon in Boca Raton, The Original Brooklyn Water Bagel Company is positioned to revolutionize the quick service food industry worldwide. It owns the 14-step 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.

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