

THE WESTIN
NEW YORK
AT TIMES SQUARE



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A Decade after Its Debut, the \$1,000 Bagel is Back Turning Heads in Times Square

**Alba White Truffle Cream Cheese & Goji Berry Infused Riesling
Jelly with Golden Leaves Takes Breakfast to a “Hole” New
Culinary Level at The Westin New York at Times Square**

Proceeds to Benefit Holy Apostles Soup Kitchen

New York, NY – October 12, 2017 – New York has long been known for its bagels; then a decade ago Times Square became known for “the” bagel. In fall of 2007 The Westin New York at Times Square made history with what is said to be the world’s most expensive piece of bread, the **\$1,000 bagel**. While the delicacy was officially only on the menu during the fall of 2007, requests for this over-the-top bagel have come in yearly without fail. A decade after its debut, the **\$1,000 bagel** is officially back.

Yes, it’s a lot of dough (pun intended), but culinary aficionados can rest assured they are getting more than just over-priced carbs. It comes with one of the world’s most expensive foods and a contribution to a worthy cause. This one-of-a-kind bagel features Alba white truffle cream cheese and goji berry infused Riesling jelly with golden leaves. Pound for pound, the white truffle is the second most expensive food in the world, next to caviar. Guests need not worry on how much to tip on this four-digit bagel, tax and gratuity are included and it is available via 24-hour room service or during breakfast hours (7:00 to 11:00 am) in Foundry Kitchen.

Serious thought was put into the creation of the city’s first outrageous bagel to ensure the hefty price tag doesn’t just get patrons an overpriced piece of bread. White truffles are valued for their powerful yet extraordinarily delicate aroma, and production is extremely limited. This delicacy is grown in the Alba region of Italy beneath certain oak trees. Trained dogs or pigs are necessary to locate these truffles, which are in season from late autumn to winter. The goji berries used in the Riesling jelly are the richest known source of beta-carotene of all known foods or plants on earth, and are demonstrated to be a healing catalyst. Timed with the limited seasonal window, the **\$1,000 bagel** will be available from November 1 to December 15, 2017.

Considering how pricing has risen in the past decade (try buying an apartment for the same price as it was in 2007), this bagel at its introductory cost is nearly a deal. For those who can’t

get to New York for this year, this extravagant bagel could possibly make an encore appearance during the next truffle season.

When the bagel was first launched there was a focus on a do-good component and not just good ingredients. This time around is no different. Knowing that items carrying tremendous price tags often spark some criticism (why so much?!), all of the bagel sales will benefit Holy Apostles Soup Kitchen.

The **\$1,000 bagel** must be ordered 24-hours in advance. To arrange for this white truffle-laced delight, please call 212-201-4677. For information on The Westin New York at Times Square, please visit www.westinny.com.

Guests might like to compliment the bagel with a shot of Pappy Van Winkle bourbon that the hotel is serving (bottle #299 of the only 710 bottles produced). A half-ounce pour is \$175, while a full ounce goes for \$315. Only 11 barrels were gracefully aged for a quarter century to create this once-in-a-lifetime spirt. The 25-year-old Pappy Van Winkle bourbon, which many say “has been released in quantities so limited that most of us have no hope of seeing,” began being poured at The Westin New York at Times Square’s Foundry Bar in late June.

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About The Westin New York at Times Square

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 [Westin New York at Times Square hotel rooms](#) and suites feature the luxurious Westin Heavenly® Bed and Heavenly® Bath, and offer incredible views of the city skyline and the Hudson River. The hotel features Foundry Kitchen & Bar, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America’s Top 10 Healthiest Hotels by Health magazine and is a certified GOLD member of the Green Hotels Association.