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**Subject:** BROOKLYN NAVY YARD ANNOUNCES RUSS & DAUGHTERS TO ANCHOR GROUND FLOOR OF YARD'S LARGEST BUILDING

## NEWS

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### **BROOKLYN NAVY YARD ANNOUNCES RUSS & DAUGHTERS TO ANCHOR GROUND FLOOR OF YARD'S LARGEST BUILDING**

*Building 77 Ground Floor to Create New Gateway to the Yard with Public Food Hall, Manufacturing Space, and a Collaboration Hub*

*Mayor de Blasio, Borough President Adams and City Council invest in \$185 million transformation of Building 77, creating 3,000 jobs*

(Brooklyn, New York) – The Brooklyn Navy Yard announced today that venerable New York City food institution Russ & Daughters will anchor the ground floor of Building 77, its new public food hall and manufacturing space. Renowned for its signature smoked fish, caviar, traditional bagels, bialys, and baked goods, Russ & Daughters is run by Niki Russ Federman and Josh Russ Tupper – the fourth generation of the family which founded the business in 1914.

“Our investment in Building 77 means thousands more good jobs in the Navy Yard. Russ & Daughters is a great New York City company, and it’s going to be the first of many to scale up and add new employees in this new manufacturing space,” said Mayor Bill de Blasio.

“We’re thrilled to welcome Russ & Daughters, a quintessential NY institution, as an anchor ground floor tenant at Building 77,” said Brooklyn Navy Yard President & CEO David Ehrenberg. “We are home to some of NY’s biggest and most innovative manufacturers and are continuing that tradition by adding Russ & Daughters to our community. Russ & Daughters will be an integral part of a bustling ecosystem at Building 77 and will also help attract and support a next generation of food entrepreneurs.”

“Russ & Daughters has been a part of the fabric of New York for 102 years. We hope to be around for at least as many more. The opportunity to continue our growth — within the Brooklyn Navy Yard, a 200 year old force of industry and development in New York — is not only incredibly exciting, it’s a natural fit,” said Niki Russ Federman, 4<sup>th</sup> Generation Owner of Russ & Daughters.

“When we visited the Brooklyn Navy Yard for the first time, we were amazed by the spectacular and vast space. Building 77 will open up this previously hidden gem to the public. The excitement that will be generated from the intersection of food production and enjoyment in Building 77 will help solidify the Navy Yard’s place as a vibrant and unique location in New York to work and visit,” added Josh Russ Tupper, 4<sup>th</sup> Generation Owner of Russ & Daughters.

The company will lease 14,000 square feet for a food manufacturing center as well as a retail space and bagel sandwich shop, enabling it to dramatically expand its food production and distribution capabilities, and providing its first retail presence outside of Manhattan. The new space will enable the firm to add more than 30 new jobs.

Mayor de Blasio, Brooklyn Borough President Eric Adams and the New York City Council dedicated approximately \$80 million towards the \$185 million renovation of Building 77, converting underutilized storage space into a state of the art manufacturing, tech and design hub. When completed in early 2017, the one-million square foot building will add 3,000 jobs.

"The sweet smell of success will soon be wafting from the halls of Building 77, as Russ & Daughters anchors a new hub of manufacturing that will serve up quality jobs - and quality bagels - to Brooklyn and beyond," said Brooklyn Borough President Eric Adams. "I am proud of the 'foodie' culture that our borough has fostered through our food manufacturing renaissance, and even prouder that I can invest in this present and future staple of our economic landscape through development at the Brooklyn Navy Yard. I encourage businesses to consider Building 77 for the expansion of their manufacturing and retail ventures, with the full confidence that all future tenants will be set up for second-to-none opportunities for growth as part of Brooklyn's burgeoning economy."

NYC Councilmember Stephen Levin said, "The transformation of Building 77 is a bona fide Brooklyn success story and I'm proud that the Council helped to make this important project a reality. I'm thrilled to welcome Russ and Daughters to my district and I look forward to the creativity, innovation, and quality jobs that the new Building 77 will bring to the Navy Yard and the surrounding communities."

For the first time in years, the Yard will have space to accommodate the growth of existing businesses and to provide a home to new businesses. The 60,000 square-foot ground floor will serve as a public gateway to the Yard, and the central gathering point for Yard businesses, employees and their guests.

The majority of the Yard is currently not open to the public, and remains to many an unknown pocket of the Brooklyn waterfront. A communal amenity space on the ground floor of Building 77 will not only bring much needed services to the thousands of people who work in the Yard each day, but will be designed to invite the public to peek a little deeper into the Yard and enjoy the offerings in the public hall.

The Brooklyn Navy Yard's Russ & Daughters facility will include:

- Retail: The legendary Russ & Daughters food experience will provide fast-casual breakfast and lunch for Navy Yard tenants, employees, visitors, and the general public throughout the week.
- Bakery operations: Russ & Daughters' newly launched bakery, currently located in Bushwick, produces classic New York baked goods such as bagels, bialys, babka, black and white cookies, challah, blintzes, knishes, and more.
- Nationwide shipping center: Russ & Daughters packs and ships orders nationwide on a daily basis.
- Food production: A central kitchen where Russ & Daughters will make products for its own locations as well as for their wholesale business will be located here.
- Catering: On-site and off-site catering will be available from the Navy Yard location.
- Training: Russ & Daughters will train employees and offer classes to the public.

BNYDC also announced that it is issuing a Request for Expressions of Interest (RFEI) for the remaining ground floor space at Building 77. BNYDC is especially focused on leasing to smaller food manufacturing and retail companies, with a strong preference for local and Minority and Women Owned Business Enterprises (MWBE). This is a fantastic opportunity for businesses that are looking for smaller manufacturing spaces (1,000 - 3,000 sq feet).

"We encourage interested parties to reply to our RFEI to learn more about opportunities on the ground floor of Building 77," Ehrenberg continued. "Food and drink have always been a powerful convener, and, once complete, this space will become the central gathering area for our growing Yard community of makers, doers, and thinkers and will truly become a gateway to the Yard."

The ground floor will include tenant opportunities for large and small production space. Food manufacturers will have the opportunity to produce their goods in the Brooklyn Navy Yard and will be required to create a retail space to offer their product in the public hall. Dedicated retail spaces are also available for vendors to prepare and serve food and beverages. Award-winning architectural firm, Marvel Architects, is designing the ground floor manufacturing spaces, the public hall and landscaped plaza in front of Building 77, as seen below.

#### About the Brooklyn Navy Yard

The Brooklyn Navy Yard Development Corporation (BNYDC) is the not-for-profit corporation that serves as the real estate developer and property manager of the Yard on behalf of its owner, the City of New York. BNYDC's mission is to fuel New York City's economic vitality by creating and preserving quality jobs, growing the City's modern industrial sector and its businesses, and connecting the local community with the economic opportunity and resources of the Yard. BNYDC's vision is a vibrant and dense, modern manufacturing community where businesses are provided the stability needed to invest, grow, and thrive. The Yard is now home to over 300 businesses employing approximately 7,000 people and generating over \$2B per year in economic impact for the City. BNYDC's goal is to more than double employment – to 16,000 jobs – by 2020.

Businesses interested in learning more about space on the ground floor of Building 77 can review the just released [Request for Expressions of Interest](#).





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