

ON THE ROAD AGAIN... BOILED BAGELS COME TO COHOES

Beginning, Wednesday, 11/17, Baltimore-based Bottoms Up Bagels (BUB) will be bringing its classic, NJ-style boiled bagels, signature spreads, house-cured lox and breakfast sandwiches to the City of Cohoes. The women-owned team will be popping up at 289 Ontario Street through Sunday, 11/21 from 7-1:30pm or sell out.

The Pop-Up is part of the BUB Roadshow, where the crew brings their concept and *Here's to Everyday™* spirit on the road to treat folks to old school scratch made bagels and test new markets. For the owners of the six-year-old business, it's also a chance to return to their roots and introduce their team to different regions, histories and communities.

"Cohoes has been on our radar for a while, and we're excited to have our first pop-up since COVID happening here," says Owner and Co-Founder Michelle Bond. "The sense of community and rich history is always something that's drawn us here," Bond adds, noting the time she's spent in the Hudson Valley for school and work, with visits to the Capital Region.

Joan Kanner, BUB's Co-Owner and CVO is the visionary behind the Roadshow. "It's great to be popping up in a place that has grown business during the pandemic," says Kanner. "We've been struck by the tremendous support of local businesses and the fit with our approach to bringing BUB where it's both needed and wanted."

Bond and Kanner have always been intentional about building Bottoms Up Bagels. While much of the buzz around Baltimore food focuses on the waterfront areas around the harbor or the kitschy neighborhoods bordering the Interstate, they've gained attention for having a well-kept secret in an underserved commercial corridor a bit off the beaten path. They're looking to explore the same opportunities in the City of Cohoes as they consider future locations for BUB. In addition to the retail location in the historic Moose Lodge on Ontario St., BUB will be utilizing kitchen space at the United Church of Cohoes and supporting their mission in the process.

"As food consumers we were tired of being told what to like and getting indifferent service from most non-high-end food places. We wanted the quality of a custom-made meal that didn't feel exclusionary or pretentious," Bond recalls.

The self-proclaimed NJ-style bagel shop got started in 2015 as a pop-up at area farmers markets, art galleries and breweries (even winning the title of [Baltimore's Best Bagel](#) in 2018). They steadily built a following for their dense, chewy old school style bagels, piled high, melt-in-your-mouth house cured lox, and real egg sandwiches. "No microwaved egg pucks here," says Joan. "Just food that's fast, filling and delicious - something affordable that anyone can enjoy and everyone deserves."

A good bagel is something often talked about, argued over and missed. Bottoms Up Bagels prides itself on great, family style customer service and a direct attitude. Visit

their pop-up shop in downtown Cohoes from 11/17-11/21 to get your fix and prime your belly just in time for Thanksgiving.

Bottoms Up Bagels is a Baltimore-based small batch bagel shop, preparing handmade, authentic NJ style bagels (yes, we boil them), house cured lox and specialty cream cheeses. Inspired by traditions of bagel-making dating back to the 1940s, these Jersey Girls founded BUB in 2015, ten years after making Charm City home. Bottoms Up Bagels brings classic flavors to long-time residents and transplants alike.

In June 2020, amidst a global pandemic, the growing team opened their own brick and mortar, aka the BUB Hub, finally merging their open production concept (think, see-through ghost kitchen) with the retail bagel shops of their childhoods. Once 100% nomadic, BUB's new space has allowed them to develop relationships with local community, improve team morale, produce more consistent products, and expand their menu to include more savory deli classics, served up on over fifteen types of scratch made bagels across a half dozen dough varieties.

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