

**19
89** | **OVER
TWENTY
FIVE
YEARS**



Brombergs celebrate Blue Ribbon Federal Grill opening at AKA Wall St., 84 William St.

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Manhattan, NY Bruce and Eric Bromberg, chefs and co-owners behind Blue Ribbon Restaurants locally, and in Las Vegas, Los Angeles, and Miami, have expanded their restaurant family with the opening of Blue Ribbon Federal Grill. The 98-seat eatery is located on the ground level of AKA Wall St., an all-residential hotel in the Financial District at 84 William St. The restaurant currently serves dinner, with breakfast and lunch forthcoming.

The restaurant is located across the street from the Federal Reserve Bank of New York, a few feet above Louise Nevelson Plaza at the corner of Maiden Ln. and William St.

The restaurant was designed by Asfour-Guzy Architects, who also designed AKA Wall St., and are long-time collaborators of the Bromberg Brothers.

Inspired by the Bromberg Brothers' original Blue Ribbon in SoHo, Blue Ribbon Brasserie, the menu at Blue Ribbon Federal Grill embodies their "no rules, something for everyone" approach that has guided them since they opened the ground-breaking flagship back in 1992.

"We are excited to be part of the burgeoning culinary scene in the Financial District with the opening of Blue Ribbon Federal Grill, which exemplifies the original founding spirit of Blue Ribbon Restaurants," said Eric Bromberg.

Bruce Bromberg said, "We are looking forward to extending Blue Ribbon to the 'new downtown' Manhattan and providing exceptional customer service and delicious, accessible food in a welcoming environment."

The menu is creative in its layout and content, and focusses on exceptional and fresh product simply prepared. It features Fruits de Mer, a section devoted to Caviar & Eggs, and starters and entrées arranged into three categories: "Pasture," "Sea," and "Field."

Smaller dishes to start off the meal include Shishito Tempura with malt vinegar; a Grilled Shrimp and Farro Salad with poblano peppers, mint yogurt and cumin; and Veal Tongue Sliders with French dressing on challah bread.

Larger plates include a range of globally-inspired comfort food, such as a 12 oz. veal chop with sweet breads, Tokyo scallions and a luscious red wine sauce; creamy Kabocha squash ravioli with sage and macadamia pesto; sole "meunière" in riesling, served with capers and crispy artichokes; and a crave-able beef shin & garlic spätzle with cornichons and beets, served with a side of caraway cream. A myriad of steaks from the grill and griddle, in addition to two new burgers, are also available, as well as Blue Ribbon's signature bone marrow with oxtail marmalade.

Blue Ribbon Federal Grill's beverage program is underscored by the cleverly designed cocktail menu, which plots libations on a graph by strength (low proof, full proof, and over

proof) and disposition (ranging from classic to adventurous). Guests can look forward to creative riffs on old favorites with the William St. old fashioned (rye, cherry cordial & bitters), or the ¡Kir Real! (Cava & Peychaud's aperitivo), as well as new concoctions like the smoke break (mezcal, scotch, sesame shochu and soda), or the country lawyer (bourbon, benedictine and rhubarb amaro). The complete beverage menu also includes a variety of spirits, wine and beer.

The modern dining room—lit with natural sunlight during the day—provides refuge from the hustle and bustle of the street below, while offering a vantage onto the world outside. At night, the light fixtures' splashes of light and shadow provide a more organic counterpoint to the architecturally structured elements of the room, like the oak bar displaying the selection of curated wines and spirits, designed to complement the Bromberg Brothers' food menu.

Blue Ribbon Federal Grill is located on the ground level of AKA Wall St. at 84 William St., on the corner of William St. and Maiden Ln.

Founded by chefs and owners Bruce and Eric Bromberg, Blue Ribbon Restaurants now owns and operates 18 premiere culinary destinations across the country. Blue Ribbon Restaurants was born in 1992 with the groundbreaking Blue Ribbon Brasserie in SoHo, renowned as an industry and chef's hangout. Each Blue Ribbon Restaurant offers its own unique and authentic dining experience inspired by its surroundings. They range in scope from eclectic brasseries, a wine bar, a beer garden, casual fried chicken spots, all the Brooklyn Bowls and, through their partnership with Sushi Master Toshi Ueki, six unique Blue Ribbon Sushi restaurants, including Blue Ribbon Sushi Bar & Grill in Columbus Circle in Manhattan, at The Grove in Los Angeles, and at The Plymouth in South Beach. Upcoming openings include a new Blue Ribbon restaurant this spring in The Cosmopolitan of Las Vegas, inspired by the original Blue Ribbon Brasserie in New York City, as well as Blue Ribbon Sushi Bar in Rockefeller Center later this year. Blue Ribbon also provides restaurant consulting services. Bruce and Eric Bromberg's first cookbook, *The Blue Ribbon Cookbook* (Clarkson Potter, 2010), offers recipes for Blue Ribbon Restaurants signature dishes and insider culinary wisdom.

AKA, a division of Korman Communities, is a rowing portfolio of hotel residences in metropolitan locations, including New York City (AKA Central Park, AKA United Nations,

AKA Sutton Place, AKA Times Square and AKA Wall St.), Philadelphia (AKA Washington Sq., AKA Rittenhouse and AKA University City), Beverly Hills, Washington, D.C. and London. Across the brand, architecturally inspired, spacious accommodations offer the privacy of a luxury residence integrated with hotel services and amenities. While each property is unique and has distinct resident offerings, all feature AKA brand standards and amenities, such as exclusive lounges, eateries, a fitness workout centers outfitted with TechnoGym equipment, business centers, complimentary meetings spaces, complimentary high-speed Internet access in suites and throughout the properties, en-suite dining, 24-hour front desk assistance and dedicated doormen. In addition, residents at most of AKA's properties can enjoy a cinema, AKA's intimate screening room. All suites include top-of the-line, fully accessorized kitchens; contemporary furnishings; luxurious bathrooms; a sleep, AKA's custom Italian bedding; meticulous housekeeping; premium cable; HBO, and complimentary local phone calls. Select penthouse suites have Apple TV. AKA created the first outdoor bedroom (at AKA Central Park) and the first mobile suite (at AKA Beverly Hills) and carries a.vod and a.vin, AKA's branded vodka and wine.

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