

## NYC & COMPANY ANNOUNCES WILLIAMSBURG AS NEIGHBORHOOD X NEIGHBORHOOD FEATURE

—*Neighborhood Campaign Spotlights Williamsburg's Institutions  
and Recently Opened Restaurants, Shops, Hotels and More*—

**New York City (October 8, 2014)** — NYC & Company, New York City's official marketing, tourism and partnership organization, today announced Williamsburg as the next spotlight in its **Neighborhood x Neighborhood** campaign. Conveniently located near the L and G trains, Williamsburg has evolved into one of New York City's most dynamic neighborhoods, known for its world-class restaurants, one-of-a-kind clothing and jewelry stores, vibrant music venues, several ethnic groups, trendsetting residents and more. For more information on all there is to see and do in Williamsburg, visit [nycgo.com/nxn](http://nycgo.com/nxn).

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"Few neighborhoods encompass the Brooklyn experience more than Williamsburg. This was the site of the classic novel, 'A Tree Grows in Brooklyn,' and today we can see all the other great things that have taken root and blossomed in this must-see community. It has become a world-famous destination for its trend-setting style, five-star dining and cutting-edge music scene, all while showcasing a fusion of cultures and customs that make its residents truly unforgettable," said Brooklyn Borough President Eric Adams. "I encourage everyone to take a bike, cab, bus, train, ferry or their own two feet down to Williamsburg, whether they be a first-time city visitor or a long-time New Yorker looking for a new adventure!"

"From neighborhood institutions like Bamonte's and Peter Luger to more recently opened spots like the Wythe Hotel and Brooklyn Winery, Williamsburg is the epicenter the Brooklyn renaissance," said Marty Markowitz, vice president of borough promotion and engagement at NYC & Company. "We encourage everyone to spend time in and explore this diverse, action-packed and ever-evolving neighborhood that has become a focal point for international and domestic travelers alike."

Beginning today, Williamsburg is being highlighted as the second feature in a three-part Neighborhood x Neighborhood Documentary series. The videos feature a locals-guide to the neighborhood, focusing on the shops, restaurants, attractions and history that makes every NYC neighborhood distinct and provide further reasons for tourists and locals to get out and explore.

### "Must-See Williamsburg" Highlights

The following activities, places, venues and more are featured on [nycgo.com/nxn](http://nycgo.com/nxn).

- Located in an old ironworks-foundry building, **Brooklyn Bowl** is a bowling alley, dance club and performance venue. The popular nightlife spot was on *Rolling Stone's* 2013 list for best music clubs in America. **Miss Favela**, a Brazilian bistro serving traditional Brazilian

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dishes and drinks, hosts live music almost every night. Craft cocktail bar **Hotel Delmano** serves elaborate drinks like the Smoke & Flowers, made with Ardbeg, St-Germain, sherry, dry vermouth, and the Alibi made with pineapple-infused tequila, cinnamon-vanilla syrup, fresh lime and mole bitters.

- **Brooklyn Brewery** has been open for almost 20 years and brews the popular Brooklyn Lager. New Yorkers and visitors looking to learn more about Brooklyn, the brewery and its beers can attend a tour offered Monday through Thursday evenings and weekend afternoons. At the boutique urban winery **Brooklyn Winery**, guests can sample wines, beer and food at the wine bar in addition to enjoying tours of the winery. **New York Distilling Company** is a craft gin and rye distillery offering tours, tastings and live music.
- Every Saturday through November 22, **Smorgasburg** features 100 food vendors from New York City and the region at East River State Park. On Sundays, **Brooklyn Flea's** new location at 50 Kent Avenue is home to 150 vendors selling vintage clothing, jewelry, furniture and home decor. **Artists & Fleas** on North 7th Street sells vintage artisanal products.
- Established in 1900, **Bamonte's** is one of New York City's oldest restaurants. The old-school Italian restaurant is also popular among Williamsburg's growing popular of young adults, and their menu includes everything from homemade manicotti and chicken rollatini with mushrooms to clams casino and shrimp marinara. For more than 50 years, **Frost** has specialized in seafood and Southern Italian dishes. A New York City institution, **Peter Luger** attracts diners from around the world as it is consistently rated among the top steak houses in the United States (no credit cards accepted).
- Opened in 2006 by Williamsburg residents, **The Brooklyn Kitchen** boasts kitchen tools and ingredients that shoppers will not find anywhere else. In addition to essential cooking supplies, Brooklyn Kitchen is now home to a butcher counter, **The Meat Hook**, from the team behind **Meat Hook Sandwich Shop**. **Bedford Cheese Shop** has been in the business of artisanal cheeses for more than 10 years.
- Williamsburg is home to several one-of-a-kind stores including **Catbird**, a gift and jewelry shop. A local bookstore, **Spoonbill & Sugartown** sells a wide range of books including coffee-table and design books. **Pema** and **Lavai Maria** are must-visit clothing and accessories stores.
- **Diner**, **Marlow & Sons** and **Reynard** all emphasize locally sourced ingredients. While the upscale **Maison Premiere** serves French-inspired dishes. For less-expensive fare, **Williamsburg Pizza** is home to both traditional and adventurous pizza combinations; and **Pies 'n' Thighs** serves Southern specialties including biscuits and gravy, fried chicken, deviled eggs and pulled pork sandwiches.

Visitors or New Yorkers looking to explore more of Williamsburg can extend their stay at one of the neighborhood's several hotels. Located in an old textile factory building, the **Wythe Hotel** has been a popular destination since its opening in 2012. The eight-story, 70-room hotel boasts locally sourced

materials, original brick, and a community atmosphere. Close to local shops, restaurants and transportation, the **Condor Hotel** is an affordable premium hotel. Hotel amenities include complimentary breakfast, in-room kitchenettes and free WiFi. The 54-room **Hotel Le Jolie** boasts effortless comfort, and room amenities include free WiFi, iPod docking stations and 42-inch HDTV.

### **Neighborhood x Neighborhood: The Essential Guide to NYC**

New York City is made up of five distinct boroughs: the Bronx, Brooklyn, Manhattan, Queens and Staten Island. The Neighborhood x Neighborhood initiative spotlights the affordability and accessibility of these diverse communities, including areas that have seen new hotel development in recent years. Neighborhoods and featured highlights are chosen in collaboration with community leaders and with consideration of NYC & Company's members.

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In order to continue to grow New York City's tourism industry, Neighborhood x Neighborhood, first launched in March 2013, targets repeat visitors, intrepid first-time visitors and New Yorkers seeking new adventures here in their home city. The campaign was designed to highlight the diversity of offerings in New York City's five boroughs, encourage exploration in areas outside traditional tourist locations and generate economic activity in the featured neighborhoods.

Neighborhood x Neighborhood is produced by NYC & Company and its Presenting Sponsor, Santander Bank, N.A. The sponsorship includes production of taxi videos each month, bus stop shelters and street-pole banners highlighting the selected neighborhoods.

For more information about Williamsburg and other things to see and do across New York City, visit [nycgo.com/nxn](http://nycgo.com/nxn). To read the monthly Neighborhood x Neighborhood press releases and to view B-roll and photos of neighborhood highlights in the media library, visit [nycgo.com/press](http://nycgo.com/press). Follow @nycgo\_press on Twitter for the latest information about New York City travel and tourism.

#### **About NYC & Company:**

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit [nycgo.com](http://nycgo.com).

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