



IT'S 
Bagels!

**“The best bagel in New York is
actually in London...”**

- Howie Kahn, award winning food journalist.

How it Started.

During the pandemic at home in his kitchen...

and with the world locked down, Dan Martensen, a professional photographer found himself out of work and at home with his wife and kids...

As the cook in the house, Dan would make breakfast lunch and dinner, but the one thing he felt like he needed was a taste of home he couldn't find. A New York style bagel. After spending a few months cycling around London in search of this elusive treat he decided to give it a go and make his own. After many failed attempts he finally got somewhere close to the real thing and after a friend gave him a few pointers, Dan would launch a year long pop-up out of his friend's production bakery which was closed on Sundays. Starting small the bagels popularity grew, and grew and before long, a brick and mortar shop seemed inevitable.





Dan soon teamed up with Adam Rubin of Carolwood LP and Anthony Goldman of Noise Media and decided to open the first “It’s” flagship shop on Regents Park Road in Primrose Hill, a quaint and beautiful high street adjacent to one of the loveliest parks in London. While he had high hopes for the shop, designed by world renowned architects Rus Mehta and Tal Schori (GRT Architecture) to reflect his deeply personal connection to his childhood growing up in New York, (even the architects are his best friends since growing up together) the shop has a sense of nostalgia for the old fashioned bagel shops of his childhood.

“Looking at the queues you’d think Apple was releasing a new iPhone every day.”

- Anthony Goldman, Noise Media

How it's going.

The rest is a fairytale story. From the moment they opened their doors there were queues lining up to try the bagels sometimes queues stretching for 200 or more people, 4 page spreads in HTSI, featured in Vogue, The Telegraph, Porter Magazine, the list goes on. The taste for New York bagels in London was instantly identified, it was love at first bite.



'I tried London's newest New York bagels shop where people queue for an hour as they keep selling out'

IT'S Bagels was was it the real, works by London's Olivia Benson
★★★★★

Primrose Hill Shop.

When choosing our first location we knew we had to be a part of a community for our message to reach the people we serve. We are part of our community beyond the bagel. Our shop is welcoming, there's music and energy, bagels being cut and filled and passed out the takeaway hatch to hundreds of customers daily. Posters and photographs from Dan's own childhood hang framed on the wall. The design of the shop done with his childhood friends and award winning architects - GRT Architects (of NYC) is a beautifully elevated collection of nostalgia for the shops they all grew up frequenting (and working in) Every detail is considered from the floor tiles and art on the wall to the custom designed coffee cups and takeaway bags. It's quickly become (in one month of trading) what our neighbors call a "breath of fresh air" and "finally something cool worth coming to Primrose Hill for"



About Dan.



Dan Martensen

Founder, Director, CEO.

Dan Martensen was born and raised in Pleasantville New York, a suburb just north of New York City. He has since become a well known photographer having lensed some of the worlds most famous celebrities and models for magazines like Vogue, i-D and Harpers Bazaar, and ad campaigns for Ralph Lauren, Louis Vuitton and Jimmy Choo. Dan recently helped create and executive produce the Emmy nominated film WE FEED PEOPLE, a documentary about Chef José Andres and his NGO The World Central Kitchen following the chef and their team around the world feeding hungry people in need due to natural and manmade disasters.

Inspiration.

We took our inspiration from our favorite bagel shops in New York. We're going for the classic, not the futuristic fancy. We are fast casual. White "subway" tiles, linoleum floors and countertop, swivel bar stools, wooden shelves with metal wire baskets full of hot bagels sorted by flavor. Schmears refrigerated and displayed behind glass in big tubs and beautiful slabs of smoked cured salmon and whitefish in the next one. We will offer coffees, teas and fresh orange juice along with an array of sandwiches named for famous New Yorker's and New York-isms. Your local stop for a little soul food on your way to work, or a place you come meet your best friend for a bagel and a coffee once a week.



Streamlined and Green.

“Our goal is to add to this world not take away from it.”

Our operations will:

- **Utilize the latest in delivery technology including using electric bikes and working with Slerp to streamline the delivery service so drivers spend the least amount of time delivering the most drops in a shift.**
- **Enforce a strict no-plastic policy across the business, all of our packaging and processes will be plastic free and we will use compostable materials.**
- **Contribute to the local council’s greening efforts from organizing neighborhood cleanups and supporting area recycling plans and other eco friendly planning.**



Liftoff.

In our first 30 days of trading...

Total revenue.

£154,802.28

Average customer spend.

£15.05

Number of customers.

10,285

Bagels hand rolled, baked and sold.

38,400



Its 
Bagels!

**65 Regent's Park Road
London, NW1 8XD
020 3318 3279**



Our Menu.

Bagels

£1.50 ea / 13 for £18

PLAIN • SESAME • EVERYTHING
EGG • GARLIC • PUMPERNICKEL • SALT
POPPY • ONION • CINNAMON RAISIN
RAINBOW (WEEKENDS ONLY)

Schmears by the tub

£4 plain / £5.50 flavored (220g tub)
(add £1 for dairy free)

PLAIN • SCALLION • DILL
HORSERADISH • BUTTER • VEGETABLE
JALAPEÑO • SUN-DRIED TOMATO • LOX

Salads

(220g tub)

(served over a garden salad add £6)

WHITEFISH SALAD£12 (£50/KG)
TUNAFISH SALAD.....£5 (£22/KG)
EGG SALAD.....£4.50 (£20/KG)
CHICKEN SALAD£6 (£27/KG)

*TOMATO SEASONAL

Sandwiches

Add an egg to any sandwich £1.50

Bagel with PLAIN cc..... £4.50
Bagel with FLAVORED cc £5.50
Bagel with LOX FLAVORED cc..... £6.50
Bagel with a Schmeaar and LOX £10
(add £1 for flavored cc)
Bagel with THE WORKS
(cc, lox, onion, capers, lemon, tomato*)..... £13
Bagel with WHITEFISH SALAD £8
Bagel with TUNAFISH SALAD..... £6
Bagel with EGG SALAD £5.50
Bagel with CHICKEN SALAD £6
Bagel with FRIED EGG.....£4.50
Bagel with FRIED EGG and CHEESE..... £5.50
Bagel with BACON EGG and CHEESE (BEC) .. £9.50
Bagel BLT* £8
Bagel PB&J £4.50

Smoked Fish

(200g/400g pkg)

LOX£12/24 (£65/KILO)
WHITEFISH.....£10/20 (£50/KILO)

SALMON ROEMP
CAVIARMP

Extras

DILL PICKLE£1
EGG.....£1.50
TOMATO*£0.75
AVOCADO£1.50
ONION£0.50
CAPERS£0.50

Beverages

FILTER COFFEE..... £2.50/3
ESPRESSO £2.50
AMERICANO £3
CAPPUCINO / LATTE..... £3.50/4
MACCHIATO/CORTADO £3
ICED COLD BREW £3
ICED CAP/LATTE..... £3
HOT CHOCOLATE £3.50
HOT/ICED MATCHA LATTE £5
ENGLISH BREAKFAST TEA £3/3.50
GREEN/HERBAL TEA £3.50
FRESH ORANGE JUICE £6
FRESH APPLE JUICE £5
JUICE BOX £1
SODAS £2
WATER £1.50

“While some bagels are worth waiting for, never underestimate the pleasure of a 30-second bagel transaction executed by a bagel store pro.”

- Mike Varley

Everything is Everything Blog

The opportunity...

It's a known fact that baked goods are dear to the hearts and minds of the British. You might even say it's tribal in some cases. The same can be said about cheese in the UK, and for that matter cured or smoked fish. All of these are the backbone of a great New York style bagel. We spent over a year researching and perfecting this bagel.

The interest is high, the market is there. We have seen it in Primrose Hill, we are confident we will find it's true around London and beyond.

We plan on opening three more shops in London in 2024. Beyond that, once we have established ourselves as a neighborhood favorite all around London, we will venture on to smaller cities in the UK, major European hubs such as Paris, Berlin and Copenhagen. Other ideas for expansion include UK wide shipping, frozen "half baked" bagels that can be purchased in supermarkets such as Waitrose and Tesco so fresh hot bagels can be made in under 10 minutes. As well as offering an array of packaged spreads, toppings, seasonings that can be sold in stores and online.



400 Million

Bagels are consumed in the UK every year

73%

Growth UK bagel sales - 2017-2019

£3.6 Billion

UK Bread Market - 2021

Don't take our word for it, ask the big guys...



Warburton's invested £56 million amid rising demand for bagels in 2021



New York Bakery Co took in £37 million in revenue in 2021



Gail's Bakery was recently valued at over £200 million. CEO Tom Molnar cites spending two years developing "traditionally made bagels"

(Spoiler alert... these bagels are all pretty awful.)

“If there is one Golden Rule for good bagels, it is this: A good Bagel Shall Not Require Toasting. All Else Follows.”

- J. Kenji López-Alt

About our partners.

CAROLWOOD

Based in the US, Carolwood LP is a fully integrated real estate private equity firm formed by principals Andrew Shanfeld and Adam Rubin in 2014. The firm's objective is to acquire a diverse portfolio of investment grade assets ripe for repositioning and long-term growth all the while making the companies and communities they invest in better. Carolwood owns and runs over 25 food and beverage sites worldwide as well as a real estate portfolio with a total value of over \$100M.

Impasta

CROFT
ALLEY

It's
Bagels!



JOMBOY
Media



About our partners.



Harts Group (Public Relations)

Sophie Orbaum, Director Of Communications and Marketing

Comms and Marketing Director at Harts Group (Quo Vadis, Barrafinna, El Pastor, Parrillan, The Drop, Bar Daskal), running PR and marketing activity for 6 years, now also including Journey's End Brands, Brunswick House, Orasay and Below Stone Nest as external agency clients. Sophie consulted for InHouse New York's London launch and separately still consult for Viewpoint Partners hospitality accountants. She previously directed accounts at Gerber Communications including Gymkhana and Hoppers, Café Murano, Murano and Angela Hartnett, Wahaca and Thomasina Miers, Experimental Group, Terroirs Group and Pitt Cue Co.

Awards: CODE Hospitality 30 Under 30 2018 and 100 Most Influential Women in Hospitality 2019, 2020 and 2021. WSET 2

Sophie and her incredible team at Harts group have taken a small weekend delivery bagel pop-up to an internet viral sensation. With connections like these we have found ourselves featured in a multi page article in HTSI (Financial Times) posted and reposted by celebrities and influential food writers and personalities in the food industry. The buzz is real. Thanks in part to our friends at Harts.

About our partners.

GRT ARCHITECTS

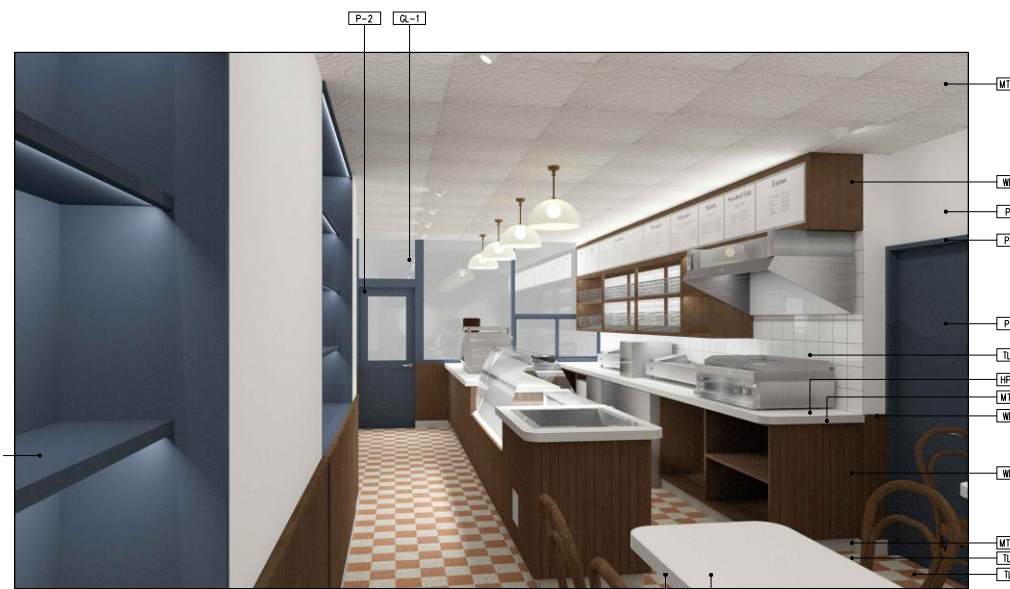
Two of Dan's best friends growing up happen to be award winning and world renowned architects. GRT, comprised of Rus Mehta and Tal Schori, two of the most talented rising stars in the architecture world are far overqualified to be designing a bagel shop overseas, but they've got a personal connection to the story of It's Bagels. Having grown up frequenting and even working at the same bagel shop as Dan when they were in school, combined with their ability to reference specific nuance of a time and place and elevate it makes them the most ideal collaborators. Together they have worked with Dan on personal building projects and most recently designed the first store in Primrose Hill.

SHEET	DRAWING TITLE	SCALE
T001	TITLE SHEET	NTS
A100	GROUND FLOOR PLAN DEMOLITION	1:20
A101	GROUND FLOOR PLAN PROPOSED	1:20
A102	GROUND FLOOR PLAN RCP	1:20
A000	ELEVATIONS	1:50
A000	INTERIOR DETAILS	1:10

5 SHEET INDEX
T001 NTS



4 RENDERING - EYE LEVEL FROM NE WALL LOOKING SW
T001 NTS



3 RENDERING - EYE LEVEL FROM NW WALL LOOKING S
T001 NTS



GRT ARCHITECTS

ARCHITECT
GRT ARCHITECTS LLP
100 EAST 42ND STREET
NEW YORK, NY 10017
TEL: 212 692 1000
WWW.GRTARCHITECTS.COM

OPERATIONS DIRECTOR
RUS MEHTA
100 EAST 42ND STREET
NEW YORK, NY 10017
TEL: 212 692 1000
WWW.GRTARCHITECTS.COM

TENANT
IT'S BAGELS
100 EAST 42ND STREET
NEW YORK, NY 10017
TEL: 212 692 1000
WWW.GRTARCHITECTS.COM

EQUIPMENT CONSULTANT
EQUIPMENT CONSULTANTS
100 EAST 42ND STREET
NEW YORK, NY 10017
TEL: 212 692 1000
WWW.GRTARCHITECTS.COM

PROJECT MANAGER
JENNIFER HARRIS
100 EAST 42ND STREET
NEW YORK, NY 10017
TEL: 212 692 1000
WWW.GRTARCHITECTS.COM



REVISION	DATE
LANDLORD REVIEW	06/06/2023
PLAN REVISIONS	06/15/2023

IT'S BAGELS
65 REGENTS PARK ROAD LONDON NW1 8XD, UK

TITLE SHEET



We are considering all interesting 500 sq ft plus spaces and locations including:-

Battersea, Borough Market, Broadway Market/Columbia Road,
Chelsea, Chiswick, Clapham, Covent Garden, Dartmouth Park,
East Dulwich, Exmouth Market, Hackney, Hampstead, Highbury,
Highgate, Holloway, Islington, Kensal Rise, Lambs Conduit Street, Peckham,
Richmond, Shoreditch, South Bank, South Kensington and Spitalfields.

Please contact Richard Wassell to discuss ideas:-

richard.wassell@twentyretail.com



07971 556041