

EastSide Today

Spring 2019

The Excellence Of Eli Zabar

**THE BEST SCHOOLS
FOR YOUR CHILD**

BAD BACK

WE'VE GOT YOUR BACK

**DOES FITNESS
EQUAL WELLNESS**

**WHAT FASHION STYLE
SUITS YOU BEST**

REAL ESTATE 2019.

WHAT TO BUY, WHAT TO SELL



EASTSIDERS.

Welcome to the first edition of EastSide Today. EastSide Today, is a quarterly digital, interactive magazine, one that we believe readers will come back to time and again with each issue.

We will be featuring key people that make the EastSide of Manhattan tick! Our feature person for our inaugural edition is **"The one and only Eli Zabar"**. Eli embodies the namesake of our magazine EastSide Today.

CARY ROSNER,
Publisher EastSide Today

CARY ROSNER,
Publisher EastSide Today

CARY ROSNER,
Publisher EastSide Today

CARY ROSNER,
Publisher EastSide Today

CARY ROSNER,
Publisher EastSide Today

CARY ROSNER,
Publisher EastSide Today

Eli's brothers, Saul and Stanley, took over the famed Zabar's on the Upper West Side when their father passed away in 1950. Eli, being the youngest of the brothers, naturally wanted to join them when he was ready but was rebuffed. There wasn't room for him at that point in time. Eli, took it upon himself to learn the business from the ground up and as important, decided to move his base from the Upper West Side to the Upper East Side.

In 1973, Eli opened up his first location. He tapped into his belief that what he was doing was cutting edge and that people would flock to his E.A.T restaurant. Eli was proven correct with his first concept, and over the next four decades, has gone onto legendary New York City status. Eli has been at the forefront of a changing lifestyle where the words, Organic, Local, non-GMO, and countless other terms used today on a daily basis, were nonexistent forty years ago are taking shape.

Eli's Empire includes Gourmet Markets, Restaurants, Catering, Events and Parties, A Wine Shop, Wholesale Division and many other ventures. For us New Yorker's, a new generation of Zabar's are upon us as Eli's twin boys, Sasha and Olivier, have entered their Dad's business and are already forging new paths that reflect today's times.

Not to worry, Eli isn't slowing down anytime soon and in fact is pushing harder than ever to ensure his legacy is sound. Eli, it is don't worry!

For those of you who are dealing with Back and Neck issues, Dr Paul Salinas Of Park Avenue Spine will take you through a series of videos in the pages of East Side Today. In each issue, Paul will design plans to help you improve how you feel each day.

Looking for the perfect vacation, our travel experts will tell you where to go, who to book with, encompassing all budgets for families or just going on a solo adventure. Travel can often be confusing and unpredictable much like life. EastSide Today has got you covered.

Mental Health is every bit as important as being physically fit and our team offers some great ideas on how to achieve that balance that can affect us more than we grasp. Today's world is a challenging one and you'll want to read this piece as it's a game changer.

There's so much more to mention like Dining, Theatre, and Real Estate. We figure our time is up and that will be for the pages of our first edition of EastSide Today.

Thank You for reading this far.
Till next issue. Regards,

Cary Rosner,
Publisher EastSide Today!



Please click on the icons in order to follow the links.

EST

Legendary Waterfront Living

*North Star overlooks the newly revitalized River
District of downtown Fort Myers offering fine
dining, shopping, history and the arts.*

3414, 3420, 3426
HANCOCK BRIDGE PKWY
NORTH FORT MYERS, FL 33903
T. 239-656-1430
www.northstaryachtclub.com

NORTH STAR  YACHT CLUB *Sales*



Please click on the icons in order to follow the links.

EST

THE EXCELLENCE OF ELI ZABAR

I EMIGRATED FROM THE UPPER WEST SIDE TO THE UPPER EAST SIDE ABOUT 40 YEARS AGO. I LOVE THE WEST SIDE, BUT THE TRANQUILITY AND GENTILITY OF THE UES IS IRRESISTIBLE.

I'm in Central Park everyday, running and walking my dogs. I follow the seasons, watching the trees bud out, bloom, shower us with cherry blossoms and then suddenly the view to the West Side disappears because all the trees are leafed out. I know that view will be back in the autumn as the leaves turn and fall down. It's all in a season. And here's what's in a typical perfect Sunday.

MORNING

Coffee, usually lightly roasted Colombian and the New York Times are for breakfast at home. If we go out, it's usually closer to lunchtime and we go to one of my two restaurants — E.A.T. for lox and eggs or Eli's Table for huevos rancheros. At both places my wife, Devon, orders oatmeal.

We like to stop in to E.A.T. Gifts next door to EAT and see what's new. It's an endless source of whimsy and amusement, brimming with amazing toys, games, tchotchkes and housewares.

Sometimes we'll go to a museum — we love the view from the roof terrace at the Metropolitan. Or we'll stop by the newly renovated Cooper Hewitt and Neue Galerie. Both have fabulous gift shops.

On Saturdays there are always a lot of runners at Urban Athletics, where I buy my sneakers by the dozen. I like to stick my head in and say hi to Jerry. My wife loves Blue Tree, a gift and jewelry boutique very well curated by Phoebe Cates. Peter Elliot is a must. It's where we bought our son's white bar mitzvah suits.



AFTERNOON

Our favorite walk is up Fifth Avenue to 96th Street, into Central Park, across the transverse, and then around the playing fields. I love to watch the softball games in summer and the kids' soccer teams in the fall.

When we have errands to run, we stop into Feldman Housewares for household essentials or items that a houseguest may have left at home (most recently, a travel converter for a European friend).

Kitchen Arts and Letters is an incredible food-and-drink bookstore where we can spend hours reading about things we will probably never cook. My wife loves Tender Buttons, a tiny, magical shop devoted to buttons. Just buttons — the kind you need and the kind that are works of art.

While she shops — she's better at it than I am — I may head back to Eli's Table to review that night's menu and new dishes with the chef. He walks the market daily to pick the freshest ingredients for our dishes. And, of course, someone needs to taste them.

EVENING

If Devon and I are in the mood for a dinner out, we'll usually stop by Eli's Table for a glass of wine and an appetizer and then maybe have dinner at Table d'Hôte, a classic UES hole-in-the-wall that's run by a former chef from Gramercy Tavern. If we're in the mood for Japanese, we'll go to Kappo Masa because Masa is so nice. It's another island of tranquility in this.



Please click on the icons in order to follow the links.



COME VISIT US

ONLY IN NYC

ELI'S MARKET

Flagship 80th St. Market
1411 3rd Avenue

ELI'S BAR 91

1270 Madison Avenue
(At 91st Street)

ELI'S BAR 87

1291 Lexington Avenue
(At 87th Street)

E.A.T. GIFTS

Gift Shop
1062 Madison Avenue

THE VINEGAR FACTORY

431 East 91st Street

ELI'S TABLE

Restaurant & Wine Bar
1413 3rd Avenue

ELI'S ESSENTIALS

Grab And Go Cafe
Madison At 91st | 1270 Madison Avenue
Lexington At 87th | 1291 Lexington Avenue
Third At 79th | 1390 Third Avenue
Madison At 74th | 922 Madison Avenue

E.A.T.

Take Out & Cafe
1064 Madison Avenue

ELI'S AT GRAND CENTRAL MARKET

Farm To Table
Bread & Pastry
89 E 42nd Street

ELI'S NIGHT SHIFT

Grab & Go & Beer Bar
189 East 79th Street
(Third Avenue)

ELI'S LIST

Wine & Spirits
1415 3rd Avenue

ELI'S BREAD

Wholesale Only
403 East 91st Street



Please click on the icons in order to follow the links.

EST



SAN CARLOS
HOTEL

BOUTIQUE LUXURY HOTEL IN MIDTOWN EAST MANHATTAN

The San Carlos Hotel brings spacious, apartment-style living and personalized service to the heart of Midtown Manhattan.

T. 212.755.1800

www.sancarloshotel.com



Please click on the icons in order to follow the links.

EST



New York's Most Romantic Restaurant!

Erminia Ristorante

250 East 83rd Street
(2nd/3rd Avenue)
NY, NY 10028
212-879-4284
erminiarestaurant.com



YOUR AD HERE

Contact EastSide Today
at

ads@eastsidetoday.com



Crowns and Caps
Bridges
Cerec Crowns
Digital Impression
Dental Fillings
Dentures
Digital Radiography
E4D Single Visit Crowns
Emergency Treatment
Extractions
Initial Oral Exam
Invisalign
Laser Dentistry
Night Guards
Oral Cancer Screening
Pediatric Dentistry
Periodontal Treatment

Root Canals
Sleep Apnea
Snoring Appliances
Sports Mouthguard's
Teeth Whitening
Veneers



39 East 13th Street 3RD Floor
New York, NY 10003
212-255-6633



Please click on the icons in order to follow the links.

LAUNCHING SPRING 2019



EastSide Today
Spring 2019

*The Excellence
Of Eli Zabar*

**THE BEST SCHOOLS
FOR YOUR CHILD**

BAD BACK
WE'VE GOT YOUR BACK

**DOES FITNESS
EQUAL WELLNESS**

**WHAT FASHION STYLE
SUITS YOU BEST**

REAL ESTATE 2019.
WHAT TO BUY, WHAT TO SELL

  EastSideToday  eastsidetoday.com

WWW.EASTSIDETODAY.COM



Please click on the icons in order to follow the links.