



New York City Restaurants Open Outposts in the Hamptons This Summer

The coronavirus has pushed restaurateurs to creatively expand offerings amid pandemic-related restrictions and financial pressure

By Charles Passy | July 4, 2020 8:00 am ET

A number of New York City's most popular restaurants have opened or are running establishments this season in the Long Island's East End. Others are doing regular deliveries all the way from Manhattan or finding different ways to bring their food to the well-heeled shorefront communities.

In effect, there is a sudden “gold rush” to the East End, said Arlene Spiegel, a New York-based hospitality consultant. “They want to go where the money is,” said Ms. Spiegel, who has clients joining the East End bandwagon.

What is particularly remarkable is how the restaurants have established operations in the East End so quickly, signing lease deals or working out other arrangements just weeks ago.

The same quick pivoting is true for those doing delivery programs. In the case of Hill Country

Barbecue Market, the program of weekly deliveries was set into motion so suddenly that Marc Glosserman, founder of parent company Hill Country Hospitality, didn't have the setup to coordinate drop-offs to individual East End customers. So, he opted to have the food all brought to his East Hampton residence and then let fans of his Texas-style barbecue pick it up from him.

It isn't just New York deliveries that are looking to the East End. Bakeries, including Eileen's Special Cheesecake and Breads Bakery, are delivering to the area.

The challenge for all these New York establishments, say restaurant-industry professionals, is that what works in the city doesn't always work elsewhere. Indeed, the East End has seen several prominent New York restaurateurs come and go over the years for this very reason, they note. ●