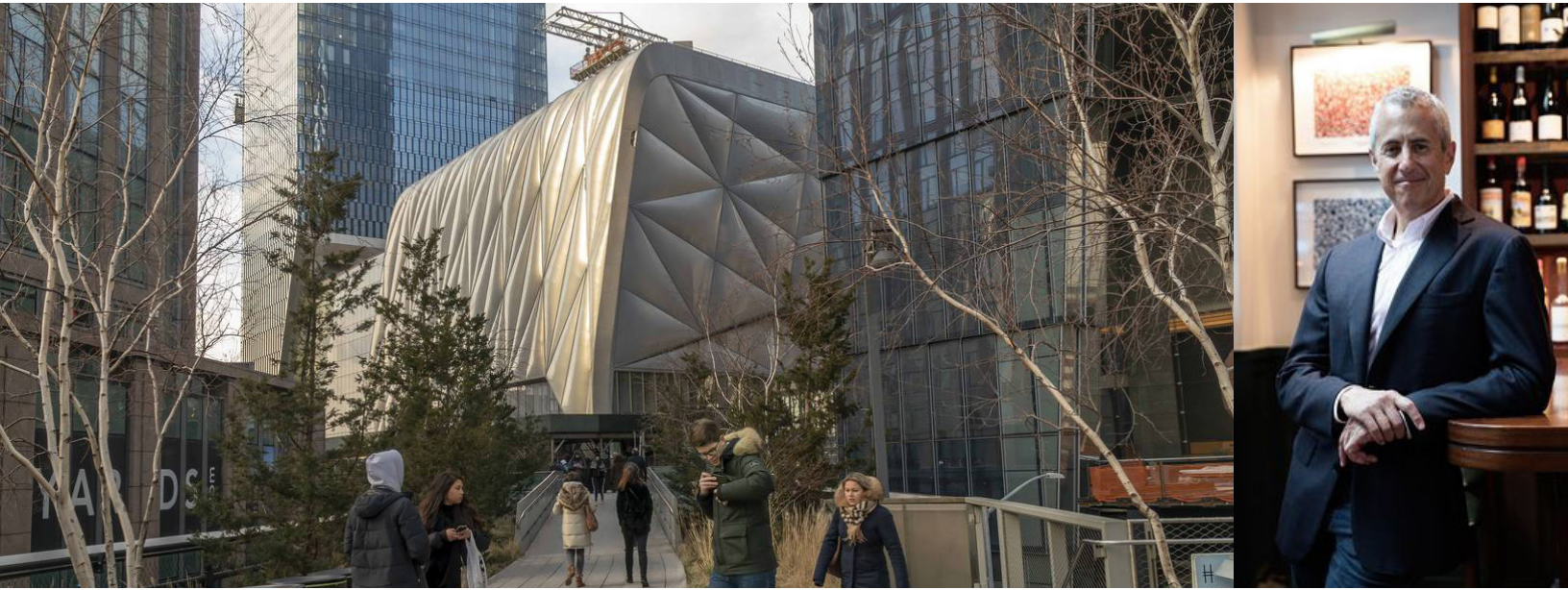


Danny Meyer to Open Cafe at The Shed

Menu remains under development

By Charles Passy – January 29, 2019



Add Danny Meyer to the list of culinary stars hoping to make their mark at Hudson Yards.

Mr. Meyer's Union Square Hospitality Group (USHG) will operate Cedric's at The Shed, a 3,000-square-foot, 121-seat establishment that, true to its name, is located within The Shed, the \$475 million independent nonprofit arts center scheduled to open in April.

More recently, Brookfield Properties, which is behind the Manhattan West mixed-use complex just east of Hudson Yards, and USHG announced that the hospitality company would create and run the "anchor restaurant" at the development. Manhattan West is expected to open in 2020.

Mr. Meyer confirmed he had considered creating a food hall at Hudson Yards, but "the vision we would have had for the space would have been prohibitive" to develop financially and time-wise.

Either way, he said he has never lost interest in Hudson Yards itself or the broader and burgeoning area on the far West Side.

"It has to be good enough that you would go there even if you weren't going" to an event at The Shed, he said.

Mr. Meyer may have positioned his company in a smart manner with his move into The Shed, said Arlene Spiegel, a restaurant consultant based in New York. He has the cachet of being associated with the Hudson Yards development without shouldering as much of the expense.

"He has the best of both worlds," Ms. Spiegel said.

Mr. Meyer is represented at Hudson Yards, however, in another way. Shake Shack, the fast-casual chain he founded in his role at USHG, is scheduled to have a location at the development. ●