



New York City Restaurants Push Forward With Grand Openings Amid Coronavirus

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At a time when many restaurateurs in the city say they may be forced to close because of the health crisis, others are hitting the “start” button, believing they can successfully forge ahead

Openings scheduled for the weeks and months ahead include two establishments in Manhattan’s East Village: Pineapple Club, a tropical-inspired bar and restaurant, and the Brooklyn Dumpling Shop, an eatery that specializes in its namesake product.

In all these instances, proprietors had their locations picked and their business plans fairly solidified before the pandemic upended life in the city.

Still, these businesses are having to tweak their concepts and operations because of the pandemic.

If there is a silver lining to opening during the current crisis, Arlene Spiegel, a New York-based restaurant consultant, said it may be the fact that starting any dining establishment comes with inherent issues, from working out operational kinks to tweaking the menu. If anything, Ms. Spiegel said owners may take comfort in the fact they can use this period to address such matters relatively quietly.

“You embarrass yourself in front of fewer people,” she said. ●

