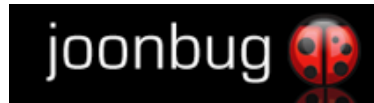


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Have a Burger and Enjoy a Beer at Watermark!

After Sandy delays opening, Watermark Bar & Lounge finally opens Thursday!



Watermark Bar interior
Photo courtesy of watermarkny.com

Temperatures are hitting the 80s. Families, couples, and friends alike have begun hitting the historic South Street Seaport in droves looking to enjoy some entertainment, good food, and maybe a nice cold beer or two. Starting Thursday, they can begin making their way to the stunning double level **Pier 15**, where at the end they will find the new, stylish and sophisticated **Watermark Bar & Lounge**.

The venture, a partnership between **Merchant's Hospitality** and **The Lure Group**, aims to improve the already attractive waterfront through an upscale, yet serene bar and lounge atmosphere where guests will enjoy a gorgeous panorama of the New York Harbor, Brooklyn Bridge, and the Seaport's historic vessels docked nearby. The stunning 3,500 square-foot venue boasts a structure made up of steel and glass with floor-to-ceiling windows seamlessly separating its indoor and outdoor spaces, allowing guests to enjoy the wonderful waterfront views all year long.



Watermark Exterior
Photo courtesy of Watermarkny.com

Accommodating 200 people indoors and outdoors, there's plenty of space for guests to gather and enjoy themselves. Patrons dropping by for a drink can sit at the bar and enjoy a wide variety of local or domestic craft beers, top-shelf liquor, and signature cocktails conceived by in-house mixologist **Jeremy Strawn**. Couples and larger parties can sit at one of the wooden tables or benches that fit parties of four or more and enjoy a meal from **Executive Chef Jason Mayer's** menu, a gourmet twist to American Grille cuisine, including signature burgers from **Pat LaFrieda**. Families with kids can sit on the western facing side of the location where **Cones Café** will operate a full-service ice cream and coffee shop that will feature twelve **Ben & Jerry's** flavors and a rotation of kid-favorite

movies. Adults won't be left out as **Watermark** is equipped with eight HD-TVs surrounding the venue, coupled with a state-of-the-art sound system that will ensure guests don't miss any of the entertainment, from any seat in the house.

Co-Founder of **Watermark Bar** and **Merchants Hospitality's** President **Abraham Merchant** sums it up well, "We're thrilled about the opening of **Watermark Bar**. We think locals and visitors alike will appreciate a lounge that merges an innovative upscale nightlife concept with ultimate serenity and various entertainment elements."

Watermark Bar & Lounge is located at at Pier 15: 78 South Street