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NYC Celebs Celebrate Watermark Bar's Grand Opening |



Organic beef sliders, seafood, and snow cones - oh my! That's what was on the menu for Watermark Bar's grand opening on Wednesday (July 24).

The beautiful waterfront venue is the latest restaurant to pop up in Manhattan and it's already creating quite a buzz, thanks to its prime location on Pier 15 at NYC's historic South Street Seaport.

Wednesday night's event attracted several famous New Yorkers including Rosario Dawson, Michael Strahan, and "Chopped" judge Marc Murphy. The cocktail lounge even got some love from the Wall Street Journal, which described it as a cross between an "upscale burger joint" and "swanky after-hours hangout."

While Watermark's location, architecture, and celebrity following are all pretty impressive, we were more interested in what was on the evening's menu: pulled pork sandwiches, shrimp cocktail, signature sliders, lobster rolls, and LeSUTRA Sparkling Liqueur-infused snow cones.

Of course, not everything served at the grand opening made it to the final Watermark menu. Their everyday offerings are posh versions of traditional bar fare: spicy buffalo chicken fingers, hot dog with caramelized onions and bacon, and salmon burger with roasted pepper and malt vinegar flavored tartar sauce.

But the real star of the menu is the Watermark Signature Burger. "We use Pat LaFrieda beef, which is organic, all-natural, 90 percent lean," explained Watermark's co-owner, Abraham Merchant. "Burgers sometimes tend to all taste the same... The ingredients above [the meat] make the difference and the sauce is extremely important. It's a mayonnaise-based sauce."

"We want people to say, 'Let me go have a burger at Watermark because I remember something about it, I don't know what it is, but it tasted good.' Our sauce does that. It makes it a little bit more addictive."

The Watermark cocktail menu is even more creative than the dinner menu - it features a Pomegranate Margarita, Spicy Cucumber cocktail, and the Bourbon Palmer, which is basically a boozy Arnold Palmer made with bourbon and peach mint tea.

"We tested hundreds of recipes before we implemented the [cocktail] menu," Merchant said. "And we had some crazy ideas - using currants, bacon, and foie gras in a drink."

But in the end, the Watermark team decided to go with high-end cocktails that felt familiar and conjured memories of being on the beach. Even without a drink in your hand, it would be hard not to feel some [summer](#) nostalgia with this breathtaking view.

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