

FOR IMMEDIATE RELEASE

MERCHANTS HOSPITALITY & THE LURE GROUP DEBUT WATERMARK BAR IN NYC

Pier 15 Boasts New Waterfront Bar & Restaurant

Merchants Hospitality, a full service hospitality company behind the brands SouthWest NY, Merchants NY, Merchants Cigar Bar, Neelys Barbecue Parlor, Merchants River House, Quality Burger, Pound and Pence Pub & Restaurant, Oaxaca Mexican Grill and most recently Black Hound, among many others, and The Lure Group, the masterminds behind Beekman Beer Garden, Governors Beach Club and Slate in NYC, are pleased to announce their partnership with the debut of Watermark Bar at Pier 15. Perched on the edge of the stunning new double level Pier 15 adjacent to NYC's historic South Street Seaport, this newest waterfront destination will open its doors to the public over Memorial Day weekend.

Watermark Bar will be the latest addition to New York City's two-mile East River esplanade, which is part of the NYC Economic Development Corporation's East River Waterfront project, which seeks to create a continuous "greenway" from 125th Street all the way down to Battery. Located at the end of the Pier on the East River, Watermark Bar aims to enhance appreciation of the waterfront through a sophisticated and stylish, yet serene bar and lounge atmosphere with an unparalleled panorama of the New York Harbor and Brooklyn Bridge.

The stunning 3,500 square-foot venue with indoor and outdoor space will quickly become NYC's premier getaway destination for visitors and locals. Patrons can take in the eye-catching views and the Seaport's historic vessels docked nearby while indulging in a wide variety of locally and domestically sourced craft beers, top-shelf liquor options and signature cocktails crafted by in-house Mixologist Extraordinaire Jeremy Strawn. In the kitchen, Executive Chef Jason Mayer will be offering a gourmet twist to American Grille cuisine including a signature burger selection unique to Watermark Bar.

Coupled with Pier 15's futuristic architecture of the Pavilion created by ShoP Architects, Watermark Bar will feature cutting-edge interior design by Wid Chapman Architects that emulates the historic nature of the location. Accommodating up to 200 seated indoor and outdoor, guests can chose from the cherry red bar stools that punctuate the bar's dark reclaimed wood décor with a pop of color, or take a seat on any of the wooden tables and benches that fit parties of four or more.

Steel and glass make up the structure of the venue and floor-to-ceiling windows seamlessly separate the indoor and outdoor areas, framing a picturesque view of the waterfront that can be enjoyed all year. The eight HD-TV's surrounding the space coupled with the state-of-the-art sound system ensures guests won't miss a beat of the entertainment from any seat in the house. On the western facing portion of the location, Cones Café will operate a full service ice-cream and coffee shop featuring twelve Ben & Jerry's flavors and a rotation of kid-favorite movies.

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

“We’re very excited to partner with Merchants Hospitality to create a destination on the waterfront that brings a unique element to NYC’s riveting nightlife scene,” says Co-Founder of Watermark Bar and Owner of The Lure Group Telly Hatzigeorgiou.

Watermark Bar

Pier 15 at Maiden Lane and South Street

212-742-8200

www.watermarkny.com

Press Contacts:

ENTERTAINMENT FUSION GROUP

EFG NY / Celia Atassi, Ali Valenti

Tel: 646-336-6420 | E: catassi@efgpr.com, avalenti@efgpr.com