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PopUp Bagels signs 10-year lease at East Brown Cow's Old Port Square

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Portland, ME Old Port Square, East Brown Cow and Malone Commercial Brokers have arranged for PopUp Bagels to be opening its first Maine location in Old Port Square this fall. PopUp Bagel has signed a 10-year lease for the centrally located 1,350 s/f space at 210 Middle St.

PopUp Bagels will open its doors to the public this fall. Store hours and more information will be made available in the weeks leading up to the opening. The deal was brokered by Luke Malone of Malone Commercial Brokers and Peter Gwilym of Porta & Company.

210 Middle St. was completed in 2017 by East Brown Cow with a curvilinear shape to encourage circulation into and throughout the block. The structure features an open-concept interior and transparent, floor-to-ceiling windows. It was designed to match the pedestrian scale with a large

outdoor seating area where friends, families, and colleagues can have bagels together in the sun.

The outdoor dining space in Old Port Square will add further activity to an area undergoing a significant burst in public activities which will, in turn, complement the PopUp Bagels' dining experience. Old Port Square added a long list of events and activities to its online public calendar including the Old Port Maker's Market, hosted by Fête Market, that will bring together dozens of handpicked local artists and makers to Old Port Square on August 30, creating an inclusive space for artistic expression.

The brand first began in Connecticut as a backyard pickup window to share newly created bagel recipes with friends. It's now grown to multiple pop-up and permanent locations across the East Coast. PopUp Bagels has won the Brooklyn Bagelfest "Best Bagel" award two years in a row with their signature approach: "the best, freshest bagels. No frills, plainly perfect: crispy crust and soft crumb center, just the right size and with a perfect proportion of seeds."

"We are thrilled to be welcoming this critically acclaimed bagel company to the Old Port neighborhood," said Tim Soley, president and CEO of East Brown Cow. "We work thoughtfully to curate a balance of local and national retail and dining tenants. We're looking forward to seeing PopUp Bagels activate this highly visible location and bring its community-focused flair to the urban fabric of Old Port Square."

"There couldn't be a more perfect location for us," said Jamie Lissette, New England franchisee for PopUp Bagels. "We love the space and are thrilled to be introducing our award-winning bagels to the downtown Portland food scene."

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