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PopUp Bagels opens 2nd Boston-area location at Assembly Row

August 22, 2025 - Retail

Somerville, MA PopUp Bagels, the “Not Famous but Known” bagel shop, opened its second Boston-area location at Assembly Row (334 Artisan Way) on July 25th.

Following the momentum of their Seaport launch earlier this year - with lines down the block, a live DJ, and a crowd-pleasing partnership with Grillo’s Pickles - they’re excited to continue growing in Boston and bring the PopUp Bagels experience to Somerville.

The new 1,190 s/f space will offer the same hot-out-of-the-oven, whole bagels that have redefined the bagel experience in NYC, Connecticut, and Massachusetts.

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