



Harlem Hops: James Beard Semifinalist Hits Pier 57 *Renowned Craft Beer Bar Brings Black Beer Culture to Chelsea*

New York, NY, March 2023 – When it first opened in June 2018 at 2268 Adam Clayton Powell Jr Boulevard, **Harlem Hops** became Central Harlem’s premier destination for “beer, booze, bites and beats”: today it remains *the* place for exploring a knowledgeably curated, ever-changing selection of the best craft beers brewed in the New York area. **Harlem Hops** was the realization and result of years of hard work and collaboration by three friends, HBCU (Historically Black College & University) grads and business partners, who combined their experience in restaurant management, event production and community service with a lifelong passion for beer. Among their many accolades: in January 2023, **Harlem Hops** became **the first bar in Harlem to be named a semifinalist for a James Beard Award for Outstanding Bar**. Now, in Spring 2023, this internationally-known brand will expand, as the team opens **Harlem Hops Chelsea**, joining more than a dozen women- and BIPOC-owned vendors of food and drink at the *James Beard Foundation*-curated **Market 57** at **Pier 57** in Hudson River Park on Manhattan’s West Side, between West 14th and West 17th Streets.

Market 57 is more than a food hall; it's an incubator for emerging chefs and entrepreneurs that will showcase the culinary and cultural diversity of New York City and bring it to Manhattan's Chelsea neighborhood. The **Harlem Hops** team is thrilled to be included among the food and drink vendors that were curated with input from the *James Beard Foundation* (JBF), with a focus on dining destinations that are aligned with JBF’s mission of championing a standard of good food anchored in talent, equity, and sustainability—a mission that they share.

Harlem Hops’ calling, uptown, and now in Chelsea—is to offer a unique selection of beer that will appeal as readily to the casual sipper as it will to the most discerning beer geek. The freshest local craft beers available will flow from the 12 taps at **Harlem Hops Chelsea**, from small batch, family-owned brewers, and from leading area breweries as well. From the brightest, hoppiest IPA to the creamiest, malty Porter and every flavor in between, the **Harlem Hops** team prides themselves on a creative selection that is sure to satisfy, and pair with every style of food offered at the Market – from Latin to Indian, from Thai to Italian, and beyond. Hours will be Monday to Sunday, noon to 9:00pm.

As minority business owners and operators, the **Harlem Hops Chelsea** team is especially pleased to feature the growing number of **brewers of color** on their beer list. From superstars like *Brooklyn Brewery’s* Garrett Oliver and *Harlem Brewing Company’s* Celeste Beatty, to countless new entries from New York, Ohio, Atlanta and elsewhere, **Black Beer Culture** has become an integral part of America’s craft beer community, and the team celebrates that—to share, and pour, and advocate for these great beers made by African-American brewers. As Tonya Hopkins, aka *The Food Griot* and **Harlem Hops’** Food & Drink Historian and Culinary Consultant says, “Beer has its origins in the earliest civilizations all over Africa. Today’s African-American craft brewers can *remember, reconnect to and reclaim* the key role brewers of color have played throughout America’s culinary history and traditions. And *all* Americans can embrace this history and more fully appreciate each other’s contributions to the craft beer resurgence we are all enjoying.”

At **Harlem Hops Chelsea**, guests can grab a beer then a bite from any of the vendors and enjoy in the spacious common seating area—or they can enjoy Harlem Hops’ own menu of elevated pub fare, perfect for a light snack or a filling meal: biergarten-sized *Pretzels*, *Guma Pies* (Chicken, Cheese, Crab, Vegetarian, locally made and seasoned to perfection), or *Cheese and Charcuterie Boards*.

The Harlem Hops Partners: **Stacey Lee Spratt** is co-founder of *Haute Behavior LLC*, a full-service marketing firm and a seasoned event planner with 15+ years experience. She opened and managed *Do At The View Restaurant* in Atlanta, and she will leverage her vast experience with **Harlem Hops**. **Kim Harris**, Harlem born and bred is the Founder of *Painting It Red*, a boutique Event Production firm. A devout foodie and craft beer connoisseur, her restaurant consulting experience led to the inspiration for the Harlem Hops concept. **Kevin Bradford**, beer expert and curator, is a native Detroit, now a Harlem resident and a math teacher, who has travelled as far away as South Africa to sample a new beer. A beer collector since college, a member of the 1,000+ strong *Brothers In Beer* club, and host of his home “Breakfast & Beer” happenings, Kevin’s motto is **Harlem Hops’** own: “There’s no reason why you shouldn’t drink GOOD beer!” Especially at **Market 57**.