
November 21, 2025



Jake Nicholas · 2 hours ago



H&H Bagels makes its West Palm Beach debut in Nora

H&H Bagels just made its West Palm Beach debut, bringing one of New York City's most legendary bagel institutions to the fast-growing Nora District. The brand opened its newest location on Thursday, November 20, anchoring a key stretch of the \$1 billion redevelopment and further cementing Nora as the city's newest extension of downtown.



Image of H&H Bagels, West Palm Beach

A true New York icon since 1972, H&H Bagels built its reputation on a signature water-boiled method that helped define “the New York bagel.” Its classic, hand-rolled approach has earned the brand a devoted following—and even cameo appearances in cultural staples like *Seinfeld*, *Sex and the City*, and *The Office*. That legacy continues today, with every bagel made from unbleached, unbromated flour, all-natural and non-GMO ingredients, and zero artificial preservatives. Each bagel is packed with 13 grams

of protein and baked fresh all day using dough that is still kettle-boiled in New York City water before arriving on-site.



Image of H&H Bagels

After five decades in New York, the brand has accelerated its nationwide expansion with new locations in Boca Raton, Jacksonville, Santa Monica, Washington, D.C., Knoxville, and Tampa, plus additional openings on the way in Chapel Hill, Chicago, and more. The West Palm Beach shop becomes the latest step in that growth, extending the brand's reach into one of South Florida's fastest-rising neighborhoods.

Its arrival comes at a pivotal moment for Nora, which is quickly transforming into one of South Florida's most dynamic districts. The neighborhood is now home to a lineup of high-profile restaurants, retail, and creative concepts—including Celis, Sunday Motor Co., Warby Parker, Sports & Rec, Juliana's, and more—alongside an incoming anchor of the highly anticipated Nora Hotel.



Image of H&H Bagels

The addition of H&H Bagels extends that momentum, bringing a nationally recognized brand into a neighborhood defined by rapid growth, walkability, and an influx of best-in-class operators. Guests can expect the full H&H experience—from freshly baked bagels and signature schmears to classic sandwiches built around the brand’s iconic recipes—all now part of everyday life in Nora.



Image of H&H Bagels, West Palm Beach

Classic New York bagels have officially arrived in West Palm Beach—and Nora just added another major name to its rise.