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H&H Bagels Arrives in The Nora District

H&H Bagels brings its iconic New York craftsmanship to West Palm Beach with a highly anticipated opening in the Nora District on Nov. 20, complete with grand-opening giveaways for the first 200 guests. The celebrated brand continues its national expansion while honoring the time-honored recipe that has defined its legacy for over 50 years.

By Sophia Lalaounis | November 18, 2025

MODERN LUXURY PALM BEACH



Beautifully packaged catering boxes featuring classic bagels, spreads, and Nova salmon with “The Works,” perfect for any gathering.

H&H Bagels brings its storied New York craftsmanship to West Palm Beach as it prepares to open its doors on Nov. 20, marking the brand’s expansion within the vibrant [Nora District](#). On opening day, the first 200 guests will be welcomed with H&H gift cards ranging from \$5 to \$100, along with exclusive tote bags in celebration of its debut.

Following last year’s nationally spotlighted debut in Boca Raton—the legacy brand’s first-ever franchise location—the new outpost continues H&H’s momentum in South Florida as it extends its reach across the country with locations from Santa Monica to Washington, D.C.

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A first look at H&H Bagels' West Palm Beach storefront in the vibrant Nora District, where the brand's iconic New York heritage meets a dynamic, design-forward neighborhood.

The Palm Beach team joins a legacy shaped over more than five decades, dating back to 1972 on Manhattan's Upper West Side. H&H's signature water bagels—proofed, kettle-boiled in New York City water, and baked fresh on-site—remain true to the artisanal method that has earned the brand a cherished place in pop culture and in the city's culinary identity. Under the leadership of CEO Jay Rushin, who carries a personal connection to the brand's history, the company has expanded its New York footprint while bringing its celebrated recipes to new communities through its franchise model.

"We could not be more excited to open in the new Nora District of West Palm Beach," said Jay Rushin, CEO of H&H Bagels. "This will be the second location for our phenomenal Boca Raton franchise owners, and the space is absolutely stunning." The West Palm Beach shop is owned and operated by franchise partners Marc Schultz and Chris Greco, who also helm the successful Boca Raton location.

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The menu brings a lineup of beloved favorites, from scallion and walnut raisin cream cheese to specialty sandwiches crafted with fresh, high-quality ingredients.

Guests can expect the full roster of beloved NYC classics, including the bacon, egg, and cheese, and the Nova salmon with “The Works,” alongside an array of spreads—from scallion to walnut raisin—and the brand’s hallmark bagel varieties such as everything, sesame, cinnamon raisin, and jalapeño cheddar. Specialty sandwiches like the horseradish roast beef and avocado deluxe round out the menu, while H&H’s beautifully packaged catering boxes offer elevated options for gatherings of any size.

The opening in The Nora District—a walkable, design-forward neighborhood transforming historic warehouses into a cultural and culinary hub—cements H&H Bagels as part of a community poised for dynamic growth, with future additions including The Nora Hotel and Pastis anchoring the district as a destination for both locals and visitors. For more information, click [here](#). 890 North Railroad Ave., West Palm Beach