

Attorneys**Partner**

- Ronald B. Kremnitzer

Partner Ronald Kremnitzer Speaks to Food Service East About New Restaurant Eataly

The Spring 2010 Issue of *Food Service East* featured a story about the new restaurant Eataly entitled “Batali-Bastianich seek to change dining/cooking paradigm.” The article notes that Eataly will open this summer and will offer a “shop/taste/savor destination for food lovers” with a concept that brings a retail marketplace together with seven dining venues.

Ronald Kremnitzer, Co-Chair of Pryor Cashman’s Real Estate Group, represents Eataly and was involved in the negotiation of the lease for the space.

In an interview with *Food Service East*, Kremnitzer pointed to such factors as the huge amount of square footage and the changed rental market with its “disconnect between rents and the amount operators want to pay,” noting that it took a “certain skill set” to bring the various parties together. “What helped was the track record. Becco’s \$25 and lower priced wines have been a key to that restaurant’s success even in boom times.” Kremnitzer expects that Eataly will “create a frenzy in New York. People will find great quality and pricing.”

To read the article, please [click here](#) and go to page 2.