

December 1, 2016

NEWS RENOVATION

Long Island's Lessing's Inks Pact To Renovate And Operate Queens Corporate Center Cafe

The Blumenfeld Development Group (BDG) announced that the Lessing's Food Service Management has been selected to operate the 10:10 Café which serves as the restaurant and catering facility for the Bulova Corporate Center and surrounding neighborhood in East Elmhurst, NY.

"We are thrilled to provide our tenants and the local community with a first class dining experience led by the Lessing's Food Service Management," said Brad Blumenfeld, Vice President, Blumenfeld Development Group. It was only natural to have an industry leader in the food service/restaurant business who can offer the most up to date food choices to operate the café. There has been an extremely positive reception within the community to Lessing's performance and food offerings."

"We are excited at the chance to work with a first class organization like BDG," said Kevin Lessing, Executive Director, Lessing's Food Service Management. "Having the chance to bring a state-of-the-art facility and the most updated menu of food offerings to such a distinguished group of tenants and com-

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munity at a historic building is a wonderful opportunity."

The historic Art Deco building built in 1953 as the world headquarters and manufacturing facility for the Bulova Watch Company, was acquired and repositioned by BDG in 1985, turning it into an ultra-modern, Class A office center which now hosts three stories totaling 480,000 square feet on 17 acres near LaGuardia Airport and adjacent to the Grand Central Parkway and Brooklyn Queens Expressway.

During its redesign BDG introduced architectural elements that include the creation of a soaring atrium and public spaces that offer waterfalls, artwork, and seating areas that provide a quiet setting to view rotating exhibits provided by the Queens Museum of Art. The building's classic yet modern design

has been showcased in several feature films including Martin Scorsese's *The Wolf of Wall Street*.

Lessing's, a sixth generation, family owned-and-operated business for 125 years, operates facilities at more than 80 locations in the Northeast plus 8 restaurants, 15 catering halls and 5 Blaze Pizza Franchises.

Lessing's locations can be found at various colleges and universities, corporate offices, and country clubs.

Blumenfeld Development Group is a full service real estate development firm with a diverse portfolio in the New York metropolitan region. BDG develops all asset types and currently controls over five million square feet of real estate. BDG services include leasing, acquisitions, property management, construction, land use, architecture,

engineering and design. BDG not only supports a host of charitable based initiatives, but regularly invests in the local communities in which it develops.

With a primary focus on the New York City region, it redevelops obsolete, abandoned properties into viable projects that create job growth, investment, and new opportunities for residents in historically disadvantaged neighborhoods.



Lessing's Nadia Vanzan