



FRESH, HAND-ROLLED NEW YORK CITY BAGELS

CRITICAL HANDLING INSTRUCTIONS

You gotta treat us like one of your own...

This is a fresh, all-natural product made with love in New York City. Since there are no preservatives of any kind, **leaving these out for more than 1 day will make 'em stale.**

Enjoy a fresh bagel or two now, and **freeze the rest.** These fresh bagels freeze wonderfully, and will last a full year when frozen.

Yo – I'm dyin' in here!

For both protection and as a convenient way to freeze, we place our bagels in plastic sleeves after cooling. BUT... the lack of air in the plastic sleeve can affect quality in transit, especially in warm weather.

Take your bagels out of the plastic bag and – like a fine Chianti – let 'em breathe for 15 minutes prior to eating or baking. This exposure to air helps restore the proper consistency throughout.

Turn up 'da heat

When you're ready to enjoy another fresh bagel after freezing:

1. Take out of the freezer and thaw on-counter – for about 30 minutes
2. Preheat your oven to 400°
3. Place bagels on a baking pan and bake for 4 minutes

This method will provide the crispy outside and soft chewy inside of an authentic New York City bagel. (Any bagels not enjoyed after heating up this way, must be discarded - ain't there always a catch?)

No Nukes

Nothing destroys the proper texture and consistency of a real bagel like microwaving – please do not use the microwave. Don't make me tell ya twice...

Any Questions? Contact us at facebook.com/NewYorkerBagels or email fresh-baked@newyorkerbagels.com. **Thank you.**