



NORDSTROM NYC PARTNERS WITH EDITH'S SANDWICH COUNTER ON POP-UP RESTAURANT

NEW YORK (November 1) – The Nordstrom NYC Flagship is thrilled to partner with Edith's Sandwich Counter for a limited time pop-up restaurant launching on lower level 2 on Wednesday, November 1. Edith's at Nordstrom NYC will feature a curation of the restaurant's most iconic menu items – including their famous Iced Café Slushie. Rooted in generation's past, Edith's founder, Elyssa Heller, combined her research of global Jewish cuisine with recipes from her great-aunt Edith, who ran a Brooklyn deli back in the 50s, to create the next generation of comfort food. Now customers can discover Edith's reimagined flavors at Nordstrom NYC through January 3.

The restaurant pop-up will include a taste of Edith's most beloved menu items. Highlights include their BEC&L, a fluffy omelette with cooper's sharp American cheese, thick bacon, a crispy latke, and special sauce served on the side, The Edith, their namesake sandwich and twist on the classic Reuban made with 16-day house smoked pastrami, kraut, Emmental cheese, and special sauce on seeded rye bread, and the Iced Café Slushie, the drink that become an instant hit, made with cold brew, oat milk and tahini. In addition to these classic items, Nordstrom will also carry custom flavors of their Iced Café Slushie you can only get at the NYC flagship store. Custom flavors include Frozen Hot Chocolate and Black & White Cookie, and are available for a limited time and while supplies last.

Edith's 16-day house smoked pastrami will also make its debut at Jeannie's and Burger Bar restaurants at Nordstrom NYC. For the duration of the pop-up, customers can receive the pastrami as a topping on their burger at Burger Bar or order The Edith any time of day at Jeannie's. Customers will also find Edith's hand-twisted bagels at Coffee Bar and can choose from plain, sesame, and Chicago-style everything. No matter how you choose to dine on lower level 2, Edith's innovative and flavorful delicatessen will be available all day, every day.

"Edith's couldn't be more excited to partner with Nordstrom for this holiday season- bringing some Brooklyn energy to 57th & Broadway! Both Edith's and Nordstrom share in the dedication to providing our customers with high-touch unique products, experiences and the spirit of *tikkun olam*, which means, leaving (it) the world a better place than when you found it. So when we decided to join forces for the holiday season, we knew it would be something special."

Edith's at Nordstrom NYC pop-up shop and food imagery can be found [HERE](#). To learn more, follow @Nordstrom and @NordstromNYC on Instagram.

Visit Edith's at Nordstrom NYC at 225 W. 57th Street, New York, NY.

ABOUT NORDSTROM:

Nordstrom, Inc. (NYSE: JWN) exists to help customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision they make.

This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them to serve customers when, where and how they want to shop – whether that’s in store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.

ABOUT EDITH’S:

Edith’s got its start as a pandemic pop-up over the spring of 2020, in the back of iconic Brooklyn Pizzeria-Paulie Gee’s. The seeds of inspiration behind Edith’s – and the mission that fuels it today – has been brewing for generations. Edith, who is the great-aunt of founder, Elyssa Heller, owned and operated her Brooklyn deli back in the 1950s. Now, we take inspiration from the past to create comfort food for today.

Edith’s Pop-Up garnered national praise, daily sell-outs, and lines *literally* snaked around Brooklyn blocks. People were known to wait up to two hours for their famous twists on classics such as the BEC&L (Bacon, egg and cheese latke), Sephardi Breakfast wrap and the Iced Cafe Slushie - a frozen coffee mixed with tahini.

In Spring 2021, the first storefront was born in Williamsburg: Edith’s Sandwich Counter. Open daily for breakfast and lunch we serve our viral hits out of a tiny blue storefront... and now at Nordstrom's!

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