



For Immediate Release

Lincoln Square is Now NYC’s Sweetest Destination

Twelve patisseries, bakeries & confectioneries line up along 10 Streets in the UWS district

NEW YORK (DATE) – Lincoln Square – recognized as one of Manhattan’s preeminent centers of culture – also holds the title as the city’s sweetest district! Home to Lincoln Center for the Performing Arts, along with internationally acclaimed museums, universities, top-tier retail, and destination restaurants, Lincoln Square currently touts 12 highly-acclaimed bakeries, confectioneries, and patisseries within a 10 block radius!

“This is one of the city’s best recognized areas for myriad reasons, with the additional benefit of a central location that is safe and clean at all times,” said Monica Blum, President of the Lincoln Square Business Improvement District (“BID”). “The recent increase in bakeries and cafés is not at all surprising considering the advantage of a built-in customer base that includes residents and businesses, students, local visitors, tourists, and patrons of the arts!”

Within the past few years, the Lincoln Square district and the BID have celebrated openings of three signature bakeries, comprising [Rosetta](#), recognized for its elegant Italian pastries and custom-designed cakes; [Maman](#), a bakery and café that highlights pastries from the south of France; and [Café Paradiso](#), an Italian-American café concept and bakery with full bar. [Lady M](#), a luxury confections brand known for its signature mille crepes, is scheduled to open in early fall. The district also boasts:



[Breads Bakery](#), the undisputed babka lovers go-to; [Magnolia Bakery](#), a world-renowned cupcake purveyor; [Épicerie Boulud](#), the eponymous patisserie and café from Michelin-star Chef Daniel Boulud; [Le Pain Quotidien](#), a national brand recognized for its fresh breads and pastries; [Le Botaniste](#), a health-focused hospitality group offering plant-based organic breads and healthy desserts, such as chocolate chia pudding; [Tartinery](#), a casual café and bar celebrated for its delectable French desserts; [The Independent Cafe](#), an all-day breakfast destination inside the David Rubenstein Atrium that serves an enticing assortment of baked goods and more; and [Shakespeare & Co.](#), a bookstore and café where New Yorkers go to enjoy fine pastries and read great literature.

Several local bakeries and cafés participate in annual events produced by the Lincoln Square BID, such as *Jazz Sensations*, a free summer concert series that runs weekly from June through August in Dante Park. This year’s performances were highlighted by scrumptious selections of pastries and refreshments from Café Paradiso, Le Botaniste, and P.J. Clarke’s. Throughout the year, the BID continues to host exciting events that provide local bakeries, cafés, and restaurants with welcome opportunities to showcase their unique treats, such as WinteRamble in December.

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About the Lincoln Square Business Improvement District

The [Lincoln Square Business Improvement District](#) (“BID”) is a 501(c)3, not-for-profit, tax-exempt organization that supports the commercial, residential, and cultural communities in its district. The mission of the Lincoln Square Business Improvement District (BID) is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area’s diverse business and cultural offerings. The Lincoln Square BID acts as a catalyst, working with business, community, and city partners to promote positive change in Lincoln Square. Our programs and initiatives are designed to foster tourism and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.

Media Contacts:

Alexander Marketing

Linda Alexander, 917/881-5360

Chloe Orem, 609/217-7626

Additional Assets:

[Breads Bakery](#)

[Rosetta](#)