

LESSING'S STORY

BY BLAIRE BASS



When Maxwell Lessing founded Lessing's Hospitality in 1890, he aimed to be in the forefront of innovation. He didn't know that he'd end up making history by building the foundation of what has become a diverse hospitality group of restaurants and catering.

Maxwell responded to the explosion of the urban worker population in the 1890s by opening the first convenient lunch counter in New York's financial district. By the 1920s, Lessing's lunch counters were in at least 20 locations in NYC, including the iconic Woolworth Building. Lessing's also became the first lunch counter in Manhattan to serve what at the time was a brand-new beverage: Coke.

Today, Lessing's, Inc. is one of the most recognized names in the hospitality industry. Dedicated to innovation, sustainability, and nutrition, the brand spans over 100-plus locations, including corporate dining, educational institutions, private and public clubs, vending accounts, and almost one dozen full-service restaurants.

The company's restaurants include fine-dining venues as well as the established "Main Street" concept throughout Long Island. These brands combine to offer an experience that accommodates all occasions. The notion behind the Main Street brand was crafted with the intent to provide a restaurant with a home-town feel, a place where locals and visitors alike feel comfortable. The fine dining concepts offer an innovative approach to both cuisine and service, with a commitment to local sustainability. Lessing's is also a franchisee of

Blaze Fast Fire'd Pizza, one of the fastest growing franchises in the country. Lessing's franchises are currently throughout Long Island and New York City, with more on the horizon.

Catering is a large component of Lessing's Hospitality. With a portfolio of fifteen high-end venues, stretching from Westchester to Jupiter, Florida, the private events team provides the most memorable of events.

Whether it be a quick lunch, a romantic date-night dinner, or an extravagant affair, Lessing's delivers a remarkable experience.

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