

Meatball Shop Welcomed To Williamsburg By Marty Markowitz



For too long, Brooklyn residents hankering for a fix of the most famous meatballs since Schweddy's had to go crawling to the Lower East Side, where The Meatball Shop has been doing brisk ball business since February 2010. But the unflagging popularity of the restaurant (waits during peak hours can creep past 2 hours!) has emboldened spherical-snack pioneers Michael Chernow and Daniel Holzman to bring their wares to Brooklyn. Last night, they officially opened with a little help from the President himself.

To dedicate the new location at 170 Bedford Avenue in Williamsburg—a prime spot between North 7th and North 8th Streets that Holzman called "one of the best blocks in New York"—Brooklyn borough president Marty Markowitz formally pronounced Monday, July 11, 2011 "The Meatball Shop Grand Opening Celebration Day in Brooklyn, USA." To mark the occasion, Markowitz presented the shop owners with a Proclamation (which McBrooklyn has published in its entirety) welcoming "those wonderful purveyors of decadent delectables" to Kings County, because, as good old Marty proclaimed, "you know you've made it to the big time when you have a business in Brooklyn."

The second installation of the shop will serve the same menu of meatball heroes, sliders, bowls, and artisanal salads and sides, including daily specialty balls, salads, vegetables and risotto. And then you'll want to round out your meal of balls with a scoop of homemade ice cream sandwiched between an ever-changing selection of fresh cookies.

The Meatball Shop // 170 Bedford Avenue, Williamsburg, Brooklyn