

PopUp Bagels expands New England footprint with first Portland location

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PopUp Bagels, the award-winning bagel brand redefining the bagel experience, is expanding throughout New England, with its Portland location opening on December 12th, and 12 additional storefronts to come in New Hampshire, Vermont, Rhode Island, and Western Massachusetts.

Since the brand's debut in Connecticut in 2021, PopUp Bagels has morphed from humble beginnings to an award-winning company known for its unique business model, featuring hot and whole bagels, weekly schmear flavors and impressive brand collaborations. What started out of founder Adam Goldberg's backyard window is now a defining icon of New York's bagel culture, with locations nationwide.

“After seeing such strong momentum in Boston, expanding further across New England felt like a natural next step,” said PopUp Bagels CEO Tory Bartlett. “Portland is a food-loving city that shares our sense of community and appreciation for quality, and it’s the perfect place to kick off this next wave of growth.”

Expanding throughout New England marks a major milestone for PopUp Bagels, bringing its award-winning bagels across four new states and new towns in Massachusetts. The 13 new locations will deliver the same freshly baked, hot-out-of-the-oven bagels that have redefined the bagel experience in NYC, Connecticut, Florida, California and beyond. The shops will serve bagels for walk-ins, advance orders, and catering.

“We are proud to team up with PopUp Bagels as it makes its way through New England,” said Brandon Henry, co-founder of PC Mae. “Portland’s food scene has never been better, and PopUp is going to be a perfect addition. We’re excited to welcome everyone in for bagels soon.”

What sets PopUp Bagels apart is the experience. Every bagel is baked fresh and served hot, whole, and straight from the oven - no slicing, no sandwiches. Whether you prefer to grip, rip, and dip right on the street or take our bagels home to enjoy in countless ways, PopUp Bagels is all about celebrating simplicity, flavor, and the pure joy of a freshly baked bagel.