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Trump bites into a BLT at SoHo Hotel

Winick Realty Group has announced that Jimmy Haber of BLT has signed a long-term lease at an undisclosed rental for over 20,000 sqft of restaurant, F and B, and event space at the glamorous and ultra-chic Trump SoHo Hotel in New York City at 246 Spring Street.

Lori Shabtai, Director of Luxury and Brand Retail, and Jeff Winick, CEO, represented both the tenant and the landlord, Sapir Organization.

"This was one of the most exciting and speedy deals I've ever done," said Shabtai. "Sapir / Bayrock and Trump are like few developers I've ever met. They know exactly how to increase the value of their properties."



Rendering of new Trump SoHo hotel

There was an absolute synergy and understanding between the perfection of both brands, only the best will do for all involved, and I cannot wait to see this become a reality for the ultra - chic New Yorkers and Europeans who will be living and playing at Trump SoHo.”

The restaurant, called BLT SoHo, will be Laurent Tourondel's fifth in the city. He also has BLT Steak at 106 East 57th Street, BLT Fish at 21

West 17th Street, BLT Prime at 111 East 22nd Street, and BLT Burger at 470 Sixth Avenue.

BLT Restaurant Group is owned by Haber, Tourondel and Keith Treyball, and is comprised of BLT Steak in New York City.

Additional locations of BLT Steak are scheduled to open in Los Angeles, White Plains, Miami, Scottsdale and Atlanta. ■