GENUINE SUPERETTE: CALIFORNIA COOL IN NYC 14

# Restaurant HOSPITALITY

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[EDITED BY MICHAEL SANSON]

**The concept creators at AvroKo bring the California Coast and some retro-funk to NYC's Little Italy.**

# Genuine Superette: California Cool In New York City

**THE CREATIVE** types behind some terrific NYC restaurants, including Saxon + Parole and Public, recently opened the retro-hip doors of Genuine Superette. The downtown "fast-fine" eatery is a cousin to the company's successful retro burger joint Genuine Roadside in midtown's Gotham West Market food hall.

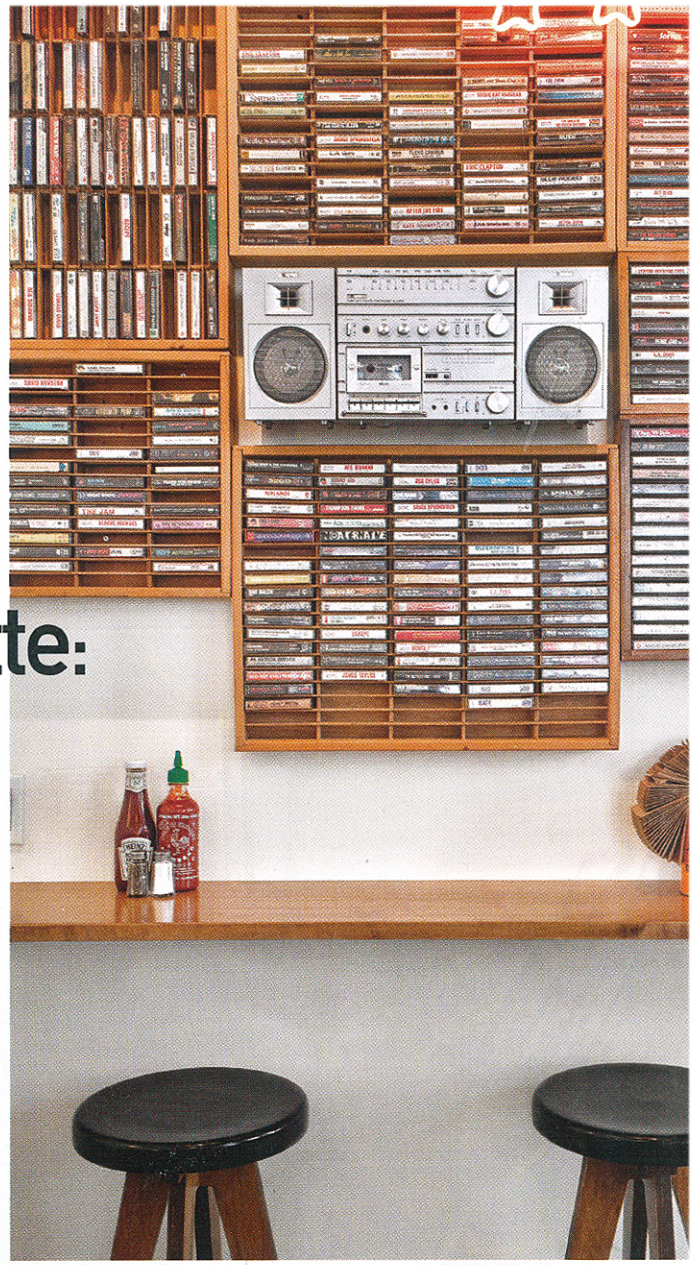
AvroKO Hospitality Group, a restaurant/bar/hotel concept creator and design firm, set up Geniune Superette in the heart of Little Italy, but there's no spaghetti and meatballs or chicken parm here. Instead, Superette bills itself as "California roadside eats with a gourmet twist."

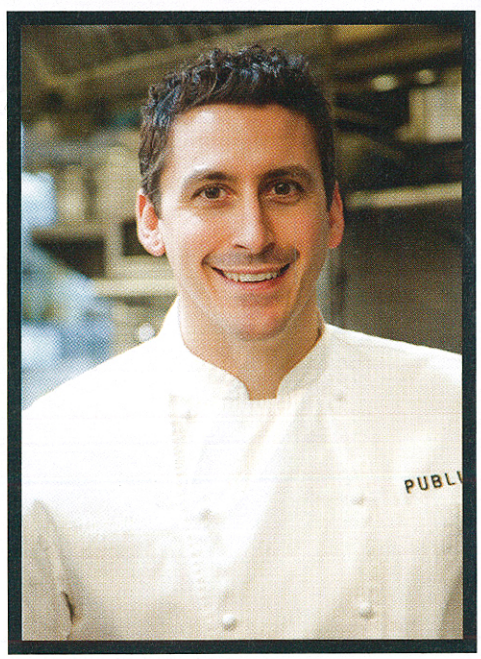
How's that?

AvroKO Executive Chef Brad Farmerie created an all-American-with-a-California accent menu of breakfast, lunch and dinner offerings. Those include breakfast burritos, tuna tacos, buttermilk fried chicken sandwiches, kale salad and a "hash-wich"—melted cheese and jalapenos sandwiched between two triangle hashbrowns.

AvroKO also hired guest chefs to contribute to the menu, and, no doubt, create buzz: Two-Michelin-starred chef Paul Liebrandt created the fish and chips. Award-winning pastry chef Sam Mason developed the sweets, including a "real" ice cream sandwich using a brioche bun and a waffle iron.

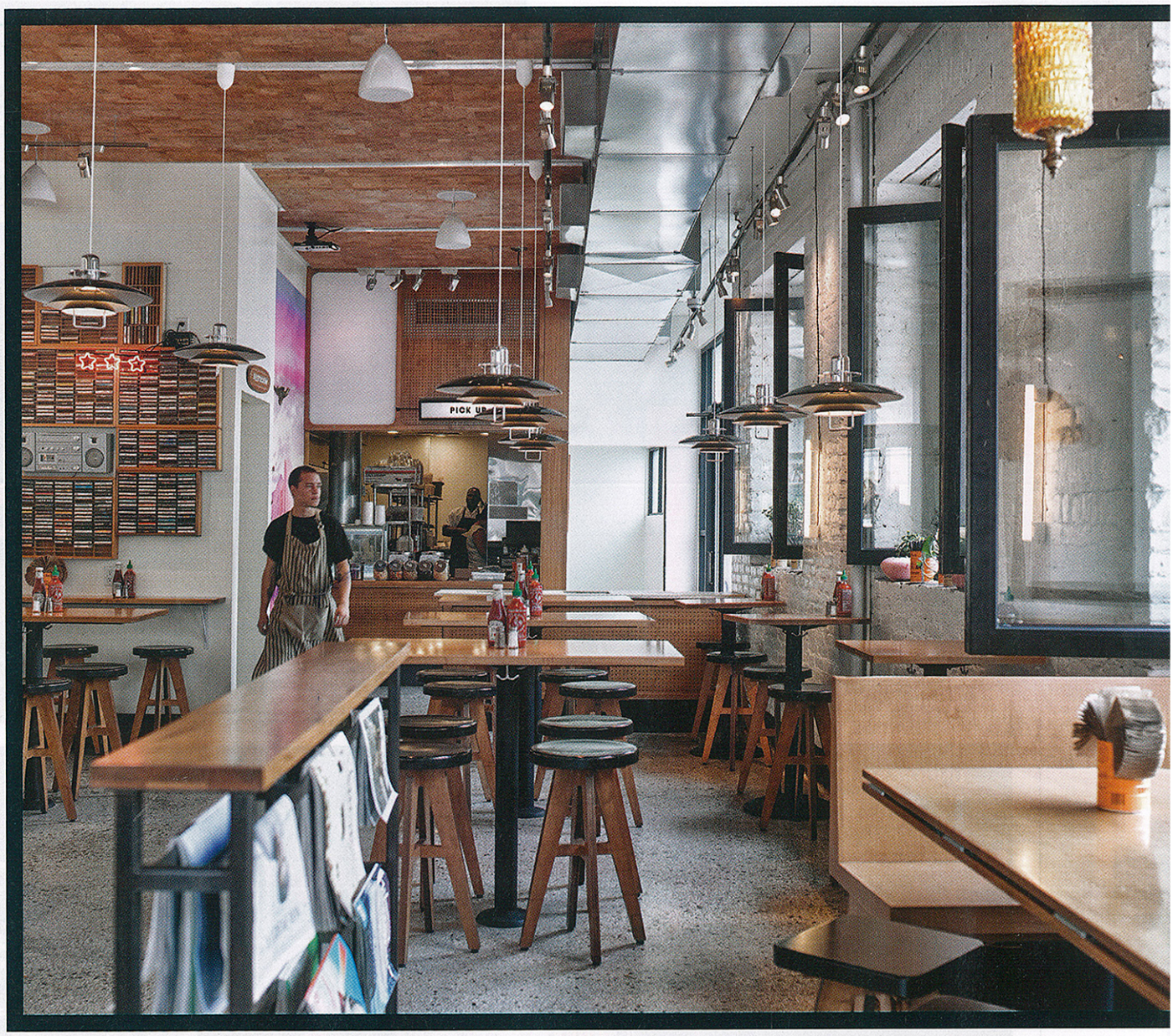
Downstairs is a bar, Genuine Liquorette, for which master mixologist Eben Freeman developed a line of creative and cheeky cocktails. His take on a mojito includes (among other ingredients) airplane-sized bottles of Malibu rum turned upside down into a six-ounce can of pineapple juice.





**RETRO COOL: A working boombox (above) and casettes let diners pick the music at Genuine Superette. An airy dining room (right) sets the stage for light menu items like a kale salad and ahi burger. The menu was developed by Executive Chef Brad Farmerie (left), the culinary talent behind other NYC AvroKO concepts, including Public.**

PHOTOGRAPHY, UPPER LEFT: GARRET ROWLAND; PG. 15 FOOD PHOTOGRAPHS BY LIZZIE STARR (LEFT), SEBASTIAN PINZON (RIGHT)


PICK UP

## [ GENUINE SUPERETTE ]

**GENUINE SURPRISE:** Planters with cacti and other succulents line the sidewalks outside Genuine Superette. AvroKO developed a line of signature juices (left) for the California roadside concept.

**UNDERGROUND BAR:** Eben Freeman's cheeky cocktails are served up at Genuine Liquorette.

The space is reminiscent of the bodegas and "superette" minimarkets that started popping up along the California coast a few decades back. Pots of succulents stand in front of sun-bleached mountain range murals in shades of dusty pink and gold. The space was designed to transition seamlessly between dayparts with light fixtures that move up and down along with natural light levels to create both daytime and more intimate evening atmospheres. Pocket sliding menu boards allow menus to be hidden or showcased, depending on the time of day.

RH loves its spaghetti and meatballs, but we think Manhattanites will find that Genuine Superette is a breath of fresh California air. R

PHOTOGRAPHYS, CLOCKWISE FROM UPPER LEFT: LIZZIE STARR; GARRET ROWLAND; BRIAN DUNN