



GERBER GROUP

[Gerber Group](#) has assumed management of F&B operations at [Hotel 50 Bowery](#) in Chinatown, effective immediately. The outlets include rooftop bar [The Crown](#); cellar level club [Concept](#), designed for private events and special programming; and the Museum of Chinese in America Gallery, available on demand for intimate events and meetings. A sprawling outdoor terrace, also located on the second floor, provides ample room for large events.

[Concrete Hospitality Group](#) is completing a successful 12-month transition of the Hotel 50 Bowery food & beverage outlets, including the popular and well-publicized 2019 summer series at The Crown.

“We are excited to add The Crown, Concept, and museum spaces to the Gerber Group family, offering new event options ahead of the holiday season,” said Scott Gerber, Principal and CEO of Gerber Group.

The leading hospitality group plans to revitalize and refresh the spaces in early 2020, operating ‘as is’ through end of year.

“We are thrilled about this new partnership with the Gerber Group and the positive impact it will have on Hotel 50 Bowery and the Chinatown neighborhood,” said Lauren Chu, on behalf of the ownership group of Hotel 50 Bowery.