

ICON5 Restaurant Guide

A quick guide to eateries near the Roosevelt Hotel

Open during the whole conference unless otherwise noted.

Also check out http://grandcentralpartnership.com/neighborhood_guide/guidebook.asp?type=1

EAST SIDE

BREAKFAST & TO-GO LUNCH EAST SIDE

Starbucks

In the Roosevelt Hotel lobby;
45th at Vanderbilt (212) 681-9407;
340 Madison Ave at 44th St (212) 867-0928;
450 Lexington Ave betw. 44 & 45th St.
212-682-5139 [Wi-Fi hotspot].

Blake & Todd (\$) (212) 883-0010
52 Vanderbilt at 45th St. Huge selection of sandwiches & salads right across the hotel. Closed July 4th & 6th. Open July 5th.

Food Merchants Café & Market (\$) (212) 338-0035
451 Lexington Ave (bet. 44th & 45th St). Sandwiches, paninis. Closed 4th of July.

Longwood Gourmet (\$) (212) 980-3644
500 Lexington Ave (corner of 48th). Big deli. Open 24 hours.

LUNCH EAST SIDE

Grand Central Station Lower Concourse
Lots of reasonably priced lunch options to choose from. Restaurants generally close at 9 pm. Most should all be open during the whole conference.
www.grandcentralterminal.com

Bloom's Delicatessen (\$\$) (212) 922-3663
124 East 40th St (cor. of Lexington Ave). Basic neighborhood diner, breakfast & lunch. 10% discount for attendees. Closes at 9 pm.

Café Zaiya (\$) (212) 779-0600
18 East 41st St (btwn 5th & Madison Ave) Japanese Cuisine / Pre-packaged options. Closes at 8 pm Closed July 4th.

Bully's (\$) (212) 286-1249 150 East 44th Street (bet. Lexington & 3rd Ave) Huge menu. Burgers, wraps, sandwiches, salads.

Menchenko-Tei (\$) (212) 986-6805
131 East 45th St (btwn Lexington & 5th Ave) Hip Noodle Shop.

Oms/b (\$) (212) 922-9788
156 East 45th St (bet. Lexington & 3rd Ave) Japanese take out. Unique tapas-style rice-based treats. No sashimi. Closed July 4th. Closed Sundays.

Comfort Diner (\$\$) (212) 867-4555
214 East 45th (near 3rd Ave). Retro '50's diner, breakfast & lunch. Closed July 4th, open Sat. & Sun. until 9 pm.

Ess-a-Bagel (\$) (212) 980-1010
831 3rd Ave (bet. 50 & 51 St). Classic NY bagels, worth the walk. Open everyday.

Chipotle (\$) 212-682-9860
150 East 44th St at Lexington Ave. Closed July 4th.

DINNER EAST SIDE

Naples 45 (\$\$\$) (212) 972-7000
MetLife Building 200 Park Ave at 45th St. Breakfast, lunch and dinner. Authentic south-

ern Italian, great pizzas
Closed on July 4th/5th/6th.

Fabio Piccolo Fiore (\$\$\$) (212) 922-0581
230 East 44th St (bet. 2nd & 3rd Ave) Italian
fine dining, expensive, only dinner served on
weekends.

Pera Mediterranean (\$\$\$) (212) 878-6301 303
Madison Ave (btwn 42nd & 41St).
Tasty Mediterranean in elegant atmosphere,
expensive. Closed July 4th & 6th

Soba Totto (\$\$) (212) 557-8200
211 East 43rd St. Terrific noodle & yakitori bar.
No lunch on weekends.

Avra (\$\$\$) (212) 759-8550
141 East 48th St. Greek, lunch and dinner.

Mama Mexico (\$\$\$) (212) 935-1316
214 East 49th St (near 3rd Ave). Mexican, fun
atmosphere, moderate lunch prices, higher
dinner prices.

Smith & Wollensky (\$\$\$) (212) 753-1530
797 Third Ave at 49th St. Old school steak-
house.

Mint (\$\$\$) (212) 644-8888
150 East 50th St (bet. Lexington & 3rd Ave).
Sophisticated Indian.
Open entire conference.

Grand Central Oyster Bar (\$\$\$)
(212) 490-6650
Grand Central Station Lower Concourse,
Seafood institution. Cheaper at the Saloon.
Closed July 4th & 6th.

Montparnasse (\$\$\$) (212) 758-6633
230 East 51st St (bet. 2nd & 3rd Ave). Classic
French bistro. Closed July 4th.

DRINKS

The Campbell Apartment (212) 953-0409
Grand Central Terminal at the 15 Vanderbilt
Entrance. Old New York drinking spot.

BREAKFAST & TO-GO LUNCH WEST SIDE

Wichcraft (\$) (212) 780-0577
555 5th Ave at 46th St., Bryant Park Kiosk;
11 West 40th St at 6th Ave; 1 Rockefeller
Plaza at 50th St [closed on weekends]; 245
Park Ave at 47th St. Coffee & pastries to-go,
sandwiches for lunch. Ask for the password
for Wi-Fi access.

Dean & DeLuca (\$\$) (212) 664-1372
1 Rockefeller Plaza (bet. 5th & 6th Ave);
9 Rockefeller Plaza (bet. 48th & 49th St)
(212) 664-1363. Coffee, pastries, some seating,
also great for a quick lunch.

Variety Café (\$) (212) 302-9888
48 West 48th St (bet. 5th Ave & Rockefeller
Plaza). Very casual, huge deli/buffet/salad bar.

Pret-a-Manger (\$) (212) 997-5520
11 West 42nd St (bet. 5th & 6th Ave);
(646) 537-0030, 1200 6th Ave (bet. 47th & 46th
St); 425 Madison at 48th St, (646) 537-0020.
Specialty sandwiches, wraps and treats to-go.
Closed July 4th.

Le Pain Quotidien (\$) (212) 354-5224
70 West 40th St (btwn 5th and 6th Ave).
Coffee & tasty pastries, nice seating area,
faces Bryant Park. Call for July 4th.

Bread & Olive (\$) (212) 764-1588
24 West 45th St near Fifth Ave. Fresh & tasty
middle eastern to-go. Closed July 4th/5th/6th.

Lenny's (\$) (212) 871-6677
60 West 48th St (bet. 5th & 6th Ave). Sandwich
joint. Closes at 6 pm.

LUNCH WEST SIDE

Bryant Park Café (\$) (212) 840-6500
25 West 40th St (bet. 5th & 6th Ave). Outdoor
cafe, the more casual counterpart to the
"Bryant Park Grill". Closed on July 4th.

Green Symphony (\$) (212) 391-4747
255 West 43rd St (btwn 7th & 8th Ave). Cheap,
fast & healthy food. Closed on July 5th.

Goodburger (\$\$) (212) 354-0900
23 West 45th St (bet. 5th & 6th Ave). Super cheap & tasty burgers. Very popular.

LUNCH & DINNER WEST SIDE

Margon Restaurant (\$\$) (212) 354-5013
136 West 46th Street (bet. 6th & 7th Ave)
Cuban Cuisine. Fantastic hot-pressed cuban sandwiches.
Closed July 4th/5th/6th.

Havana Central (\$\$\$) (212) 398-7440
151 West 46th St (btwn 6th & 7th Ave).
Authentic Cuban cuisine.

Wu Liang Ye (\$\$\$) (212) 398-2308
36 West 48th St (up the steps). Tiny, quirky
Szechuan joint.

City 75 (\$) (212) 247-1500
75 Rockefeller Plaza (51st St bet. 5th &
6th). Sandwiches, salad bar, lots of seating
Closed July 4th & 6th.

Bread Market Café (\$) (212) 957-5677
1290 6th Ave at 52nd St. Very casual, sand-
wiches/salad bar/burrito bar.
Closed July 4th & 6th.

DINNER WEST SIDE

**Rockefeller Center, Time Square & the
Theater District** will have more activity on
the 4th of July weekend than Midtown on the
East Side which is mostly a business district.
Most places are open for lunch and dinner.

Sahara Grill (\$\$) (212) 391-6555 558
7th Ave (at 40th St). Fast & cheap Turkish
food. Falafel, gyros. Very limited seating.
Open 24 hrs.

Bryant Park Grill (\$\$\$) (212) 840-6500
25 West 40th St (btwn 5th & 6th Ave). Out-
door patio & roof garden, expensive.

Belgian BXL Café (\$\$\$) (212) 768-0200
125 West 43rd St (bet. 6th Ave. & Broadway)
Mussels, fries, large Belgian beer selection.

Kellari Taverna (\$\$) (212) 221-0144
19 West 44th St. Turkish for lunch and dinner,
warm atmosphere.
Open the whole conference.

Café Un Deux Trois (\$\$\$) (212) 354-4148 123
West 44th St (bet. Broadway & 6th Ave). Clas-
sic French restaurant, expensive.

etcetera etcetera (\$\$\$) (212) 399-4141
352 West 44th St. Hip place in the Theater
District, brunch on Sundays.
Closed July 4th.

Virgil's (\$\$\$) (212) 921-9663
152 West 44th Street (bet. 6th Ave & Broad-
way). Home Cooking BBQ..

John's Pizzeria (\$\$) (212) 391-7560
260 West 44th St (btwn 8th Ave & Shubert Al-
ley). Fantastic pizza, great atmosphere,
no slices!

Gaby (\$\$\$) (212) 354-8844
44 West 45th St (bet. 5th & 6th Ave). Art Deco
inspired, French, elegant, pricey, but worth it.

Zen Palate (\$\$) (212) 582-1669
663 9th Ave at 46th St. Vegetarian, Pan-Asian
& Pacific Rim.

Café Edison (\$\$) (212) 596-6800 228
West 47th St (bet. 7th & 8th Ave). Closes at
9:30 pm. Jewish deli, old-school atmosphere.

Blue Fin (\$\$\$) (212) 918-1400 1567
Broadway at 47th St. Seafood in a trendy
atmosphere.

Dervish (\$\$) (212) 997-0070
146 West 47th St (btwn 6th & 7th). Authentic
Turkish.

Trattoria Trecolori (\$\$\$) (212) 997-4540
254 West 47th St (Broadway & 8th Ave). Ital-
ian, moderately priced Closed July 4th.

Bay Leaf (\$\$\$) (212) 957-1818
49 West 56th St (bet. 5th & 6th Ave). Indian,
very nice setting. Closed July 4th & 6th.