

# NEW YORK OBSERVER

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## Danny Meyer Taking Over Hudson Yards, the World

By Matt Chaban



Sure beats the golden arches. (Related)

As if there was not enough anticipation surrounding the construction of Hudson Yards, here is probably the one reason to trump any other: Danny Meyer will be setting up shop on the Far West Side.

The Related Companies and Union Square Hospitality announced a new partnership today, whereby Steve Ross and his globetrotting development company will take a stake in Union Square Events. While not encompassing all of the restaurateurs operations, USE offers more than just catering but also runs the sports venue

operations for Mr. Meyers sprawling eatery empire, and now it will do even more. So no fine dining, necessarily, but Mr. Meyer will be offering a range of culinary options, from private residential dining to catering events in Hudson Yards buildings as well as operating restaurants and outdoor cafes.

In a way, Mr. Meyer is keeping things local, as his catering company was founded in the area in 2004 and even used to be named after the neighborhood. “We love the irony that USE was born seven years ago as ‘Hudson Yards Catering’ – and now one of our greatest opportunities to grow will be in Hudson Yards,” Mr. Meyer said in a statement.

The partnership will grow beyond the city, looking to open in other stadia and arenas around the nation, a fit that makes sense since Mr. Ross owns the Miami Dolphins. There are also opportunities in other Related projects around the world. “We look forward to fully integrating their experiential concepts into Hudson Yards and expanding the business through strategic opportunities in sports, entertainment and mixed-use developments both nationally and internationally,” Mr. Ross said.

First Brooklyn, then the world.