

# The METROWEST DAILY NEWS

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## OMG! Bagel to set up shop in Ashland

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Posted Feb 27, 2018 at 11:25 AM

Updated Feb 27, 2018 at 8:14 PM

ASHLAND – Popular farmers market vendor OMG! Bagels is coming to a brick-and-mortar shop in Ashland.

Owners Ed Eglitis and Curt Leiden signed a lease at 21 Main St. last week, and hope to open as Bagel Table by the end of April or the beginning of May.

“Consistently people (said) ‘you need to open a store, you need to open a store,’” Eglitis said.

The pair already opened a Bagel Table in Chestnut Hill in January, their first permanent location, after six years of selling their products at farmers markets around the state. Ashland’s market, held in a field on Front Street Saturday in the warmer months, was on their circuit for five years.

Ashland residents were some of the more persistent voices asking for a shop, Eglitis said.

“I think Ashland is an up-and-comer in MetroWest,” he said. “We want to be part of what’s going to happen here.”

Eglitis said OMG! Bagels sold out of their signature product every week in Ashland, selling 55 to 60 dozen New York style bagels.

The 1,500-square-foot proposed location in Ashland is in a mixed-use building downtown, within walking distance of the relatively-new Corner Spot, an outdoor gathering space and business incubator.

Ashland has been working on a downtown revitalization. Economic Development Director Beth Reynolds said Ashland residents have been asking for a coffee shop downtown.

“I think this is definitely going to become an anchor,” Reynolds said. “People will seek it out.”

Eglitis and Leiden met with their property owner Ben Trask and town officials in the empty storefront early Monday afternoon. The floor and walls were bare except for scattered piles of boxes and buckets, but the group pointed to where high top tables could stand against a bank of windows overlooking the sidewalk. A front entrance will replace one of the big windows.

“All in all, it’s just another piece in the evolution of downtown,” Town Manager Michael Herbert said.

Bagel Table’s Ashland location will be similar to its Chestnut Hill shop, Eglitis and Leiden said. The 21 Main St. storefront will offer a selection of their iconic bagels, pastries, pre-made sandwiches and coffee.

The two said they might make it easier to swing in and pick up a coffee and a pre-made sandwich, but they also hope to offer seating for about 16 to 20 people who want to stay longer – including at least one table set up for a group.

“People want a place to hang out that’s a little more with the times,” Reynolds said.

Bagel Table will feature up-cycled furnishings – from pallet-made-tables to refinished yard sale finds – and locally sourced ingredients.

“We try to develop partnerships with some of these artisans, which stems from our farmers market roots,” Eglitis said.

The new shops won’t stop Eglitis and Leiden from bringing OMG! Bagels to Ashland’s farmers market, they promised.

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