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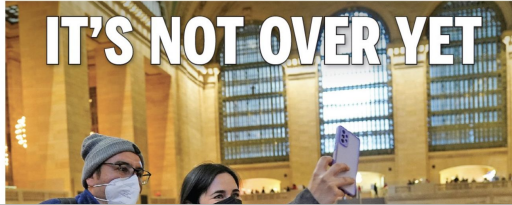
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POWER WOMEN
Saluting the fearless females who make Manhattan thrive
Special section, Page 17



A MATTER OF HONOR

Lower Manhattan, East Village continue to #StandWithUkraine a month after war started



IT'S NOT OVER YET

FOOD, DRINK & NIGHTLIFE

New brew in town

White Noise Coffee Co. opens cafe in Hell's Kitchen

BY MYRIAN GARCIA

With two successful locations in Brooklyn and Queens, White Noise Coffee Co. is celebrating the opening of its first Manhattan location in Hell's Kitchen.

White Noise Coffee Co. now has a third location at 829 Eleventh Ave. As a welcoming space providing a soothing atmosphere, it is only fitting that White Noise Coffee opens a shop in the heart of the loud and fast-paced city.

Led by owner, barista and entrepreneur Vanessa Kim, White Noise Coffee Co. offers impeccable craft coffee and a growing menu of breakfast and lunch options highlighting homemade and organic offerings, with light Asian influences. From the sounds of cups clinking, steam wands blasting, espresso beans grinding and every little conversation in the store, the environment of the shop is as the name suggests.

Upon entering, guests are welcomed into a soothing, zen and

mindful space that appeals to the senses in every form. A perfect oasis in the bustle of the city. The white noise of a coffee shop is at the center of the founder, Vanessa Kim's vision for her business.

Kim always dreamed of owning her own cafe after falling in love with the art of coffee making. In 2018, Kim convinced her parents to transform their Korean bodega in Flushing, Queens into a coffee shop. Thus, making this the first location of White Noise Coffee.

Inspired by her father's values and Korean upbringing, Kim operated White Noise with perfection and quality. Staff and baristas are carefully trained to provide top-notch service to every order and customer. Additionally, White Noise roasts their own beans to ensure maximum flavor, freshness and quality.

White Noise's second location in Downtown Brooklyn also upholds such outstanding values to ensure the best coffee and other menu items for their guests.

For more information, visit whitenoisecoffeecoco.com.



PHOTOS COURTESY OF WHITE NOISE COFFEE CO.

'Slices for Devices' comes to LES

BY ESTHER WICKHAM

Zazzy's Pizza will join Back Market to host Slices for Devices on April 9. This event will allow customers to exchange their old technology for pizza and cash, located at Zazzy's Pizza Lower East Side, from 12 to 6 p.m. This event is the perfect opportunity to reorganize your used tech in addition to getting some pizza and more.

"When I got the call asking if I wanted to do a 'slices for devices' event, I loved the concept and was immediately in. Now we're hoping to make it an annual event ahead of Earth Day," Zazzy's Pizza co-owner Richie Romero said.

"We love working with brands like Back Market that believe in doing things that are great for communities with the authentic players in the space. Between Zazzy's, New York Nico, Cugine and Lil Mo, it's a true New York event that helps the environment and brings value to consumers. What's not to be excited about?" said Mirrorball founder & CEO, Michael Blatter.

Back Market is partnering with Lower East Side Ecology Center for recycling options, and participants can get pizza and limited edition merch.

More can be found by visiting slicesfordevices.com.

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Chelsea

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IT'S

COVID-19 cases creeping
Manhattan areas squ

Momoya opens in SoHo

New Japanese eatery offers traditional fare

BY ESTHER WICKHAM

Japanese restaurant Momoya, by owner KwangHo Lee, opened a brand new location in SoHo Wednesday, March 30.

With Momoya from the original locations of the Upper West Side and Chelsea, this new location in SoHo offers a 12-seat pinewood sushi and cocktail bar on the first floor and velvet-covered banquettes on the second floor,

along with a window view of New York's most historic churches.

The menu will include an array of traditional Japanese cuisine, as Chef Tetsuya Okuda creates special meals out of the kitchen. There will also be a sushi omakase menu exclusively at the sushi bar.

One can have the Chef's Kai-seki Tasting Menu (\$150), which incorporates seasonal hassun for appetizers; sashimi; owanmono

soup; takimono; Agemono, fried dish; Okuchi Naoshi; Sushi; and Mizugashi for dessert!

Japanese culture is prevalent throughout New York City, and Momoya SoHo allows guests to dine and eat in a contemporary, stylish and artistic setting. The two-level restaurant is surrounded by windows, offering an unencumbered view of the bustle of the corner where Momoya sits. Inside is a serene scene of Japanese fare



PHOTO COURTESY OF MOMOYA

that showcases picture perfect nigiri and sublime foods highlighting the beauty of the vast array of dishes that make this cuisine so special.

Momoya is located at 47 Prince St. To make a reservation, visit momoyanyc.com.

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