

NYC Bagel Trailblazers Unite to Launch Unique “Everything is Everything” Bagel Tours



Brooklyn, NY (February 2, 2023) - Renowned New York City bagel experts Mike Varley and Sam Silverman are teaming up to bring a series of unique bagel tours to the Big Apple. The “Everything is Everything” series of NYC Bagel Tours aims to showcase the rich history and diverse culture of New York City’s five boroughs through the lens of its beloved bagels.

Mr. Varley is the mastermind behind [EverythingIsEverything.NYC](#), the most comprehensive bagel survey of New York City ever attempted. Mike and his wife Jessi cataloged over 202 New York City bagel reviews from across all five boroughs while walking five marathons a week over 13 months. The project has been featured in The New York Times, NPR, The Washington Post, and The Today Show among many other outlets.

Mr. Silverman is the founder of [NYC Bagel Tours](#) and the annual [BagelFest](#), the largest scale celebration of bagels in the history of New York. His relentless promotion of the local and national bagel ecosystem, and the artisans and family businesses who bring this quintessential and iconic New York staple to our daily lives, have earned him the moniker of New York’s “Bagel Ambassador.”

Mr. Varley’s “Everything is Everything” tour series is a new addition to Silverman’s NYC Bagel Tours, and will take participants on a culinary journey through any of the city’s five boroughs. Along the way, guests will sample a variety of authentic bagels from different bakeries and delis, learn about the traditional methods of baking, and discover the cultural influences that have shaped the city’s bagel scene.

“Mike is an absolute Lox Star, so joining forces was as natural as...well, bagels and cream cheese,” said Mr. Silverman. “We love bagels because they’re more than just a food – they’re a

symbol of New York City's history and culture. We're thrilled to bring visitors and New Yorkers together through the unique stories and flavors behind New York's iconic bagel."

"I walked over 7,000 miles and ate more bagels in 13 months than most folks do in a lifetime, and the 'Everything is Everything' routes highlight the very best bagels of each borough." added Varley. "These tours were crafted with everyone in mind - be you a first time visitor or a grizzled New York veteran, I'm confident you'll find not only great bagels but a new perspective on the city itself."

The first "Everything is Everything" tour of the series launches Saturday, February 18 in Manhattan, with the Bronx, Brooklyn, Queens and Staten Island to follow. Tours will run every other weekend with boroughs rotating on a consistent basis, while Mr. Silverman's routes through Manhattan and Brooklyn will continue running on a near-daily basis.

Tickets start at \$59 and are available at www.nycbageltours.com, and private tours are available upon request. For more information or to book a tour, please contact sam@nycbageltours.com



About NYC Bagel Tours

NYC Bagel Tours are the ultimate adventure for bagel lovers, taking guests on a journey through the bustling streets of New York City while sampling the best bagels the Big Apple has to offer. Whether a seasoned bagel connoisseur or a newcomer to the world of bagels, our experienced guides provide the inside scoop on the history and culture of the bagel in New York City. Public and private tours available daily, learn more at www.nycbageltours.com

About Mike Varley

Mike Varley is the creator of EverythingIsEverything.NYC, a catalog of over 200 New York City bagel reviews from across all five boroughs. The project has been featured in The New York Times, NPR, The Washington Post, and The Today Show among other outlets. "Everything is Everything" is a sub project of "2020: Total Clarity," where Varley and his wife Jessi Hight walked over 7,000 miles around New York City - 5 marathons a week for one calendar year. You can learn more about their walk on their website, HighleyVarlet.com