

# Here's how NYC food legend Eli Zabar braids his delicious challah bread



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## Eli's Market

Upper East Side ([directions](#))  
 1411 Third Avenue  
 (between E. 80th and 81st Streets)  
 New York, NY 10028

Open daily from 7am-9pm  
 (212) 717-8100  
[elizabar.com](http://elizabar.com)

3/5 stars on [Yelp](#)

When it comes to NYC culinary legend Eli Zabar's challah bread, it's all about the butter. Before the bread comes out of the oven golden brown, the dough is braided using a fast and mesmerizing technique. Zabar's challah is just one of the specialties available at his market on the city's Upper East Side. His food empire includes multiple markets, restaurants, and wine bars. Zabar's European-inspired food is both traditional and made with high-quality, fresh ingredients.

*Written by Sarah Schmalbruch and produced by Ben Nigh*