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Beth George has been a licensed attorney since 1992, but she no longer practices law full time. In 2008, she and her husband, Tim Kane (now a vice president at Vassar College in Poughkeepsie NY), created, Spelt Right, a health food bagel brand in 2008 which was distributed to national supermarkets, health food markets, restaurants and kosher markets through 2015. Through Spelt Right, Beth George met Frank Mauro, the Vice President of Excalibur Bagel and Baking Equipment, who together with Frank's employer Richard Zinn, encouraged Beth to bring Spelt Right to Fair Lawn, NJ and then to NYC. Spelt Right won the Best New Food Thing from Fresh Direct in 2012, but by 2015, Beth made the business decision to close Spelt Right due to the high cost of the ancient grain.

In 2013, Beth and Frank (who had been in bagel-related businesses since the 1970s) created a bagel business consulting firm, BYOB (Be Your Own Boss) BAGELS, established in New Jersey.

BYOB BAGELS is a unique non-franchised concept that helps individual entrepreneurs become their own bagel bosses. BYOB BAGELS clients share a passion for bagels, entrepreneurship and a history of success. The consulting period is for an intensive 12-15- month period, and involves business planning, business projection worksheets created specifically for bagel shops, recipes and formulas for bagels, spreads and other offerings, menu development, suggestions for BOH and FOH flow and design, equipment and ingredient sourcing, introduction to various equipment and ingredient manufacturers and re-sellers, and hands on training at a working bagel shop.

In September 2020, the New York Times published a full-feature, "great read of the day" story on BYOB BAGELS, entitled "[The Cradle of Global Bagel Baking \(It's Not New York\)](#)" focusing on Beth's dedication to building healthier, tastier bagels and menus based upon superior all-natural ingredients. Prior to the NYT's article, Beth and Frank worked on approximately 40 shops together. Since the publishing of the Cradle of Global Bagel Baking, Beth was also featured in print, on television and radio, in blogs in [many other publications](#) including CBS Sunday Morning, ABC Local-ish/Bite Size, the London Times, Food 52, Rachael Ray, Commercial Baking, The Highlands Current, and more.

To enhance the training experience, in 2023, Beth decided she needed to create a bagel shop as the teaching venue. Although she greatly appreciated working within the Excalibur Bagel & Bakery space for years, she decided to purchase a raw space in Beacon, NY in August 2023 and opened a working bagel shop/training facility in May 2024. Sadly, Frank passed away at the age of 84 in November 2023 and was not able to see Bagel-ish come to life. Bagel-ish is a vibrant

small bagel shop/training center located on Main Street in Beacon, NY with a flourishing weekend buzz, as there is direct train from Grand Central Station to Beacon.

Following the New York Times article, BYOB BAGELS has helped open an additional 48 shops with many more in the works.

There are BYOB BAGELS-influenced shops in the following states and countries,

1. California (this client achieved top ten best bagels in LA area)
2. Colorado (the client there has one best of its category)
3. Connecticut (both clients were voted #1 and #2 best bagels in Connecticut in 2024)
4. Delaware (this is a sandwich chain that hired BYOB BAGELS early on)
5. Florida (there are multiple clients and multiple in the works)
6. Idaho (this client is expanding rapidly)
7. Illinois (the bagels have helped improved the ratings of an iconic Jewish Deli that has been in business since the 1950s)
8. Kansas
9. Maine (one client has now opened 3 stores without any previous experience and has won Best of Maine, the other shop is "all the buzz" in southern vacationland town)
10. Maryland (this is the same chain as in Delaware)
11. Massachusetts (four clients, 2 in Greater Boston (consistent winners of Best of Boston) and one in Western Mass (consistently wins "best of" in Pioneer Valley)
12. Michigan (upper peninsula)
13. New Jersey (two locations, both highly rated)
14. New York: Queens (3 shops), Brooklyn (1), Buffalo (1), Oswego (1), Beacon (1)
15. North Carolina (the top rated bagel in the Charlotte NC region)
16. Oklahoma (within an ice cream shop)
17. Oregon (just opened in Portland Oregon with stellar reviews. Clients were originally from NJ)
18. Pennsylvania (multiple areas)
19. South Carolina (Bluffton)
20. Tennessee (Chattanooga, Morrisville, and Nashville)
21. Texas (multiples in Greater Dallas, Houston and Austin)
22. Virginia (clients were originally from NJ, but moved to Virginia, receiving stellar reviews)
23. Washington State (multiple-time winner of best of in Spokane)

In addition to the US, Beth has taught clients from: Australia, the Bahamas, Canada, the Cayman Islands, Ethiopia, France, India, Indonesia, Mexico, Saudi Arabia, Spain, Sweden, and Taiwan.