

STEVE EL

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# MEDIA KIT



THE HOSPITALITY QUARTERBACK

FOUNDER

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CEO

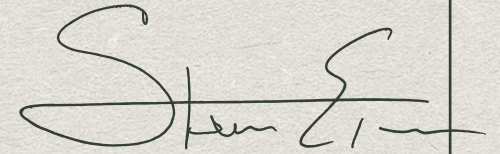
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RESTAURATEUR

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TALENT ENGINE

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# WHAT *Steve El* I DO

## Building Something Exceptional

Steve is a hospitality founder, operator, chef, and brand builder who builds and scales food and beverage concepts rooted in craft, community, and people. Everything he works on is built behind the line with intention, systems, and long-term vision.



I'm Steve

# MY BIO

## FOUNDER | CEO | RESTAURATEUR | TALENT ENGINE

Steve El Hassan is a hospitality operator, chef, and brand builder based in New Jersey. He builds and scales food and beverage concepts rooted in craft, community, and people, built behind the line with intention, systems, and long-term vision.

Raised inside a family-run business, Steve learned hospitality through repetition, responsibility, and real work within multiple restaurants throughout NJ and NYC. After graduating from the Institute of Culinary Education in 2015, he opened the Hoboken location of O'Bagel in 2016 and led a full brand evolution, modernizing operations, building SOPs, and creating the infrastructure needed to scale without losing quality or soul.

Under his leadership, O'Bagel expanded across New Jersey, launched nationwide shipping, built a centralized commissary for quality assurance, and successfully entered franchising. Steve's work has earned national recognition, including winning Guy's Grocery Games, being featured on Good Morning America, and appearing on Fox Business discussing food costs and scaling as an independent operator.

In 2024, Steve launched Mile Square Café as Creative Director, Executive Chef, and CEO. Built from the ground up, the café quickly earned top local and national recognition and serves as a direct expression of his culinary voice and leadership philosophy.

Steve is driven to serve exceptional food to millions of people while creating opportunity and wealth for others. He focuses on building teams, developing talent, and creating community-first brands designed to last. Everything he builds is done behind the line, with standards, care, and people at the center.

# SUCCESS TIMELINE

**Viral Growth + Category Disruption:** Steve went viral for innovative sandwich creations including the Jumbo'Bagel, generating over 100 million views in one year. Featured on Eater, Food Network, and Bravo. Led a new era of bagel innovation by introducing chef-driven breakfast and gourmet lunch sandwiches, redefining how the category was perceived.



2017

**Infrastructure + Expansion:** Opened the 5th O'Bagel location at Rutgers University and launched the first centralized commissary, creating the foundation for logistics, production, and scalable distribution across multiple locations.



2022

**Foundation for Scale:** Focused on perfecting 4-wall unit economics, tightening systems, and building a repeatable operating model designed for scale. Preparing for rapid expansion with a goal of 25 locations in the next 3 years, alongside launching Billy's American Dream, a leadership program designed to turn entry-level employees into operators and future owners.



2026



2016



**Hoboken Breakout:** Steve opened the first O'Bagel in Hoboken and transformed it into a high-volume location, increasing sales by over 400%. This marked the shift from a traditional family bagel shop to a modern, growth-focused brand.

2019



**National Recognition:** Steve won Guy's Grocery Games, establishing credibility as both a culinary creator and competitive operator on a national stage.

2025



**Brand Expansion:** Steve won Good Morning America's United States of Bagels Award, solidifying O'Bagel as one of the top bagel brands in the country. Expanded into Montclair and launched Mile Square Café, a chef-driven concept that quickly became a staple in Hoboken. The café serves as both a cultural hub and an incubator for emerging culinary talent, giving chefs a platform to create and grow. Ranked among the Top 5 Cafés in the world by Beli Eats.

Ridge Diablo

# THE CORE METHODOLOGY

## OVERVIEW

Steve builds high-performing cafés and hospitality brands from the ground up by focusing on strong fundamentals. Food, people, and culture. He starts from scratch, leading with clarity, and developing teams that grow with the business.

1

### START FROM ZERO

Steve starts in the dirt stage. The early mornings, the late nights, the stress, the wins, the mistakes, the pivots, and the adrenaline.

2

### LEAD WITH CONVICTION

Steve pushes people to bet on themselves and move with urgency. He wants people to understand that confidence is built through pressure and repetition. You show up, you speak with your chest, and you attack your dream.

3

### DEVELOP THE TEAM

Steve identifies raw, coachable talent early and gives them responsibility, structure, and trust. He shows how talent is identified, how brands are built, and how pressure creates leaders.

4

### CREATE PLACES PEOPLE WANT TO RETURN TO

Steve creates spaces where people feel known, welcomed, and part of something. He builds empires around hospitality, because he sees hospitality as more than food, its culture, connection, and conviction served daily.



# KEY HIGHLIGHT – FIRST

The opening of O'Bagel's flagship location in Hoboken established the foundation for everything that followed. Steve's relentless focus on food, consistency, and community translated into industry recognition and sustained customer loyalty.

## OVERVIEW

- Named Best Bagel in Hoboken for 10 consecutive years.
- Established the operational and cultural blueprint for multiple future locations.
- Built a loyal, repeat customer base that fueled organic growth.
- Positioned O'Bagel as a standout brand in a highly competitive market.



# KEY HIGHLIGHT – SECOND

Steve opened Mile Square Café as his personal creative outlet, giving aspiring chefs a voice while serving a community rich in culture. The café was recognized by Beli Eats as one of the Top 5 cafés in the world and named Hoboken's Best New Restaurant.

## OVERVIEW

- Named Top 5 Cafés in the World by Beli Eats.
- Awarded Best New Restaurant in Hoboken.
- Created a platform for emerging chefs to develop and lead.
- Built a concept driven by creativity, not convention.



# KEY HIGHLIGHT – THIRD

Steve generated over 80 million organic impressions across social media, establishing himself as a pioneer in leveraging digital platforms for hospitality.

## OVERVIEW

- Generated 80+ million organic impressions.
- Built a loyal digital audience that translates into real customers.
- Positioned himself as an early operator to leverage social media in hospitality.
- Turned content into a consistent growth engine for the brand.



# KEY HIGHLIGHT — FOURTH

Steve's commitment to quality and consistency earned O'Bagel national recognition. Winning Good Morning America's 'Best Bagel in the U.S.' reflects his ability to take a concept from zero to one and set a new standard in hospitality.

## OVERVIEW

- Awarded Best Bagel in the U.S. by Good Morning America.
- Reinforced O'Bagel's reputation as the best.
- Elevated the brand's national profile.
- Highlighted Steve's leadership and expertise in hospitality.

# MISSION STATEMENT

yum!

Steve's mission is to create exceptional hospitality teams, brands, and spaces that bring people together, celebrate flavor, and create pathways for people to grow and lead.

## WHAT A MISSION STATEMENT?

The mission statement is what we are on a mission to achieve with day-to-day operations. What do we do, for who, and why? This is a concise statement to keep everyone involved aligned with the operation goals.

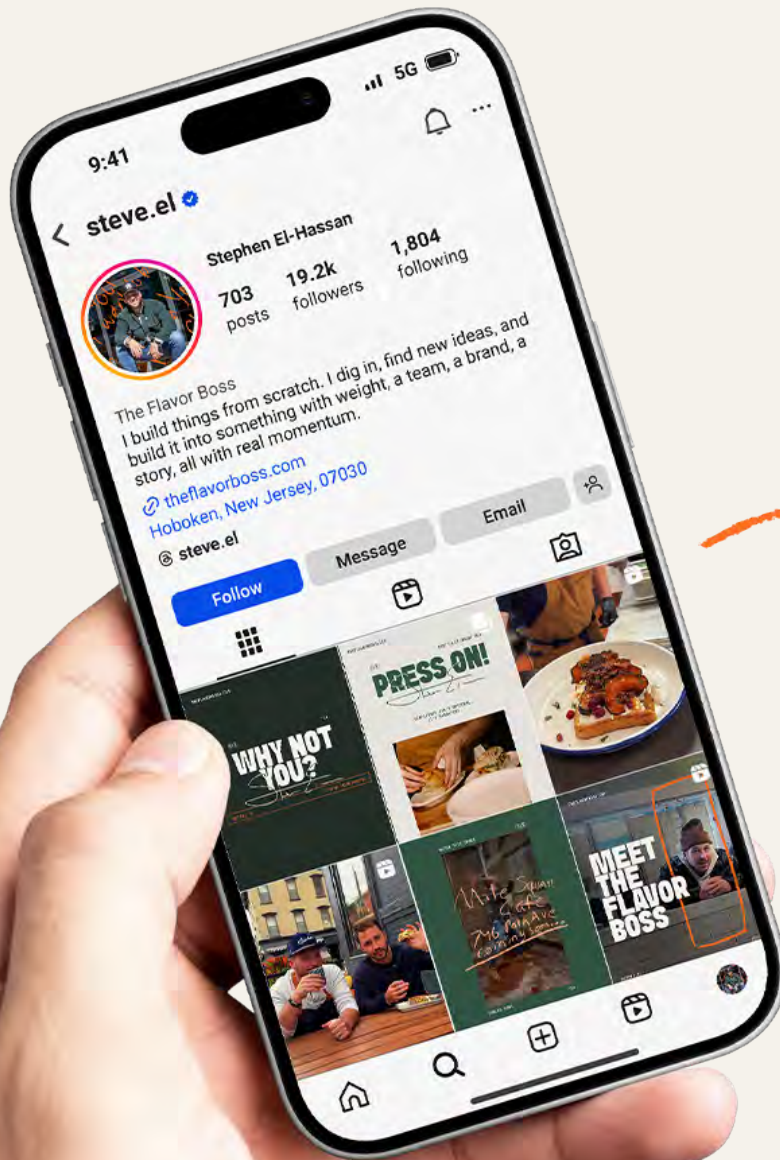


# ACCOLADES



- 1 **O'BAGEL**  
Mastermind behind four O'Bagel locations
- 2 *Mile Square CAFE*  
Founder of Mile Square Café
- 3 **O'BAGEL**  
Generated over 100 million views in a single year with the viral JumbO'Bagel
- 4 **H HOBOKEN**  
Winner of Hoboken's Best Bagel 10 years in a row
- 5 *Guy's GROCERY GAMES*  
Winner of Guy's Grocery Games
- 6 **GMA**  
Winner of Good Morning America's "United States of Bagels" Award
- 7 **beli**  
Ranked among the Top 5 Cafés in the World by Beli Eats
- 8 *food network*  
Featured on Eater, Food Network
- 9 **bravo**  
Featured on Bravo
- 10 **FOX BUSINESS**  
Featured on Fox Business
- 11 **TODAY**  
Featured on the Today Show

# SOCIAL MEDIA CHANNELS



steve.elhassan ✓

## INSTAGRAM



Steve El | 18.7k Followers  
[www.instagram.com/steve.elhassan/](http://www.instagram.com/steve.elhassan/)



O'Bagel | 69.6k Followers  
[www.instagram.com/obagel\\_family](http://www.instagram.com/obagel_family)



Mile Square Café | 15.1k Followers  
[www.instagram.com/milesquarecafe/](http://www.instagram.com/milesquarecafe/)

## YOUTUBE



Steve El | 38.3k Subscribers  
[www.youtube.com/@chefsteve\\_el](http://www.youtube.com/@chefsteve_el)



O'Bagel | 16k Subscribers  
[www.youtube.com/@obagel\\_family](http://www.youtube.com/@obagel_family)



*Steve*  
**CONTACT  
DETAILS**

Let's make something happen.  
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