

Potbelly Builds on Downtown Success with New Midtown Location

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Potbelly, a Midwestern chain known for its sandwiches, recently opened its second Manhattan location on East 44th Street between Lexington and Third avenues. (DNAinfo/Mary Johnson)

MIDTOWN — After opening its first location on Maiden Lane last month, the Potbelly sandwich shop has set up a second branch of the popular Midwestern chain in Midtown.

The new location opened Wednesday just a few blocks away from Grand Central Terminal, at East 44th Street between Lexington and Third avenues.

Shannon Flynn, general manager at the Midtown branch, said Potbelly completely transformed the space, adding vintage details like a tin roof and antique light fixtures. The restaurant also has a few special touches that make it unique to the Midtown location, like a framed black-and-white photograph of Marilyn Monroe standing in front of Grand Central.

The restaurant plans to offer live music daily from about 11 a.m. to 2 p.m. in a little nook along the wall. The two musicians currently slated to perform will alternate between the Midtown and Financial District restaurants. And Flynn said the company plans to hold auditions for other local musicians soon. The music will range from hits from 80s, 90s and today, among other styles, she said.

The company, founded in Chicago in 1977, is best known for its sandwiches. So far at the Potbelly in the Financial District, the classic turkey sandwich has been the bestseller.

"I call it old faithful," said Flynn. "People just love it."

Orders for the classic turkey — a turkey and swiss sandwich — have been followed closely by the signature "A Wreck" sandwich, which has a little bit of everything, and the Italian.

Long lines welcomed the chain's Financial District opening a few weeks ago. And many customers cited personal attachments to the chain.

Flynn said the response has been similarly nostalgic in online reviews as well.

"It's really inspiring to see how people have connected to Potbelly throughout their lives," she added.

The company is planning to open five Manhattan locations this year, Flynn said, with the next one slated for 30 Rockefeller Plaza at the end of August.

They hope to open an additional five to 10 locations in Manhattan in 2012.



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