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CONTACT: Sara Flight (561) 659-8465 Bonnie Reuben (310) 248-3852
sara.flight@thebreakers.com bonnie@bonniereuben.com

**The Breakers Palm Beach Expands Retail Operations at Via Flagler
with Opening of Main Street by The Breakers**

PALM BEACH, FL – [Main Street by The Breakers](#), the latest addition to [The Breakers'](#) retail collection, made its debut on Friday, January 8, 2021, at [Via Flagler by The Breakers](#). An experience that blends a classic café with a contemporary boutique, Main Street is a delightfully aromatic setting that features coffee, freshly made donuts, craft ice cream, gifts, home decor and other specialty items. Guests may enjoy barista prepared beverages, frappés, handcrafted smoothies and more, as well as homemade baked goods and a variety of sandwiches and snacks. Unique accessories, stationary and an assortment of newspapers, magazines and books are also available.

This 3,000 sq. ft., trendy coffeehouse and retail establishment was given a fresh, playful and modern aesthetic by [Tihany Design](#), who worked as design consultant to Dailey Janssen Architects. Its open floor plan and vibrant color palette showcases bold shades of blue with graphic patterns throughout. Arched windows overlook Palm Beach's original Main Street (the store's namesake), flooding the space with natural light.

“Main Street is an enticing and convenient destination to leisurely shop and relax with a delicious cup of coffee, while watching our signature donuts being made with your choice of toppings, such as chocolate with rainbow sprinkles, butterscotch macadamia, coconut, cinnamon sugar and glazed,” said John Zoller, senior vice president - retail operations at The Breakers. “Customers can pull up a chair at one of our bistro tables or grab a bite and beverage to enjoy on the go.”

As The Breakers' second off-site shop at Via Flagler, one of the island's most desirable retail locations, Main Street quickly followed the opening of SHAN, the resort's newest destination for high-end swimwear and ready-to-wear clothing. These ventures are part of a \$28.3 million investment in Via Flagler, in addition to the resort's \$25 million annual average investment in enhancements and ongoing revitalization in the property.

Main Street is located at 223 Royal Poinciana Way and is open daily from 6:30 AM – 9 PM. For more information please visit viaflagler.com or call (561) 659-8571.

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About The Breakers Palm Beach

Recognized as one of America's most iconic resorts, The Breakers is an Italian Renaissance-style hotel situated on 140 acres of oceanfront property in the heart of Palm Beach, Florida. Founded in 1896 by magnate Henry M. Flagler, and still in the hands of his heirs today, this legendary destination continues to thrive as an independent property. Each year, an investment averaging \$25 million in capital improvements and ongoing revitalization, balances preservation and modernization.

The Breakers features 538 guest rooms and suites, including the ultra-luxury Flagler Club, a boutique hotel nestled atop of the resort. The property offers ten restaurants ranging from casual beachfront to stylishly sophisticated and a world-class private beach club with four pools, five whirlpool spas, 25 poolside bungalows and a variety of on-site watersports. Additional amenities include: two championship golf courses, 10 Har-Tru tennis courts, a Forbes Five-Star spa, an indoor-outdoor oceanfront fitness center, 14 signature boutiques, and a Family Entertainment Center with an extensive program of activities for children.

Along with being recognized as a AAA Five Diamond property, The Breakers has earned numerous accolades for its social impact on the environment, the community and team member well-being. For reservations or more information, contact the resort at 888-BREAKERS (273-2537) or visit thebreakers.com.

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