

# BRAD'S ORGANIC FAIR TRADE COFFEE

RAINFOREST ALLIANCE CERTIFIED

## COFFEE

AVAILABLE IN REGULAR AND DECAFFEINATED

**BREWED HOT COFFEE**  
1.75 2.00 2.25

**ICED COFFEE**  
2.25 2.50

## COFFEE ALTERNATIVES

**TAZO® CHAI TEA LATTE**  
ORIGINAL, VANILLA, MOCHA  
3.35 3.80 4.05

**TAZO® HOT TEAS**  
BLACK, GREEN, HERBAL  
1.60 1.95 2.25

**TAZO® ICED TEA**  
2.25 2.50

**CREAMICE™ FROSTED BEVERAGE**  
4.10 4.70

**HOT CHOCOLATE**  
DARK CHOCOLATE  
2.75 3.25

## ESPRESSO BEVERAGES

**CAFFÈ AMERICANO**  
ESPRESSO & HOT WATER  
2.00 2.30 2.70

**CAFFÈ LATTE**  
ESPRESSO & STEAMED MILK  
3.10 3.65 3.95

**CAPPUCCINO**  
ESPRESSO, STEAMED & FOAMED MILK  
3.10 3.65 3.95

**WHITE CHOCOLATE MOCHA**  
ESPRESSO, WHITE CHOCOLATE, STEAMED MILK & WHIPPED CREAM  
3.80 4.35 4.65

**CARAMEL MACCHIATO**  
FOAMED MILK MARKED WITH ESPRESSO, VANILLA & REAL CARAMEL  
3.50 4.10 4.35

**ESPRESSO**  
ESPRESSO ROAST  
1.65 1.90

## CUSTOMIZE YOUR DRINK

CARAMEL, ALMOND, RASPBERRY COCONUT, CINNAMON ORGANIC SYRUP.30¢  
SOY, ALMOND, VANILLA, HAZELNUT, REGULAR OR SUGAR-FREE, ORGANIC MILK .40¢  
EXTRA SHOT ESPRESSO...55¢  
NON DAIRY CREAMER AVAILABLE  
OUR ESPRESSO BEVERAGES ARE MADE WITH ORGANIC ESPRESSO. AVAILABLE HOT OR ICED - DECAF ESPRESSO & NON-FAT MILK AVAILABLE UPON REQUEST

**BRING YOUR OWN MUG AND SAVE \$.50**

# BRAD'S STORY

In 1963, my father Brad Wladis arrived at Columbia University as a transfer student who had spent several years working and saving his money to get here. He was thrilled to finally be in New York City and he loved Columbia. Unfortunately, he was not able to graduate as I came along as a bit of a surprise to him and my mother. (Don't worry, this story has a happy ending).

He left school early and returned home to Syracuse to marry my mom and raise both me and my sister (she showed up later, much to my chagrin). We lived near the Syracuse University campus where my father had a store named "Brad's Brews, Victuals and Stews". I grew up in the restaurant/grocery business and eventually moved to NYC where I have opened several restaurants (Campo, Nonna and Firehouse) as well as the Fuel pizzerias in Charlotte, NC.

Brad's is a tribute to my father. My dad taught me both the value of hard work and the joy of living life. His own life was constantly filled with friends and family. Brad's was more than a store -- it was a vibrant piece of our community and my father was the soul of the place. We hope this new location continues my father's rich legacy.

Thank you Dad for all you've done over the years for me and so many others.

Jeremy Wladis



Established and Opened September 9, 2009

In loving tribute to Brad Wladis (May 1, 1943-September 10, 2009)

FEATURING A WIDE SELECTION OF FRESH, LOCAL AND ORGANIC FOOD

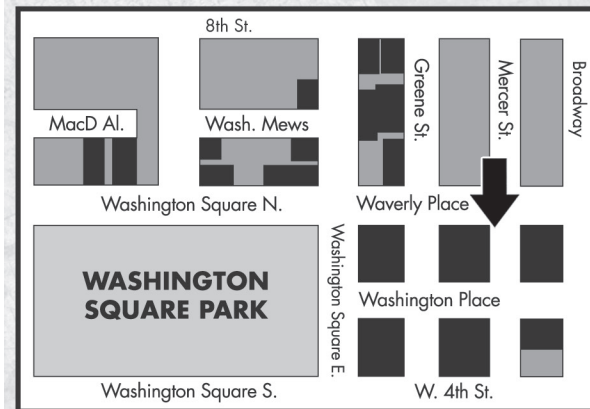
# BRAD'S

31 BEERS AVAILABLE NIGHTLY HAPPY HOUR 4-7

3.00 MARGARITAS & BEERS



## NYU AREA



# BREAKFAST >>>

**STEEL CUT OATMEAL .....\$3.50**

with Cinnamon and Raisins

**6" OMELET SANDWICH .....\$3.95**

With Two Toppings. Served on a Toasted Whole Wheat Roll

**FRUIT & YOGURT .....\$4.95**

Organic Yogurt served with Fresh Fruit

**FRESH BAKED CROISSANTS, BAGELS AND PASTRIES**  
EGG WHITES AVAILABLE

# <<< BREAKFAST

## EGG SANDWICH

MADE TO PERFECTION IN ONLY A MINUTE!

FEATURING CAGE FREE EGGS AND QUALITY INGREDIENTS FRESH FROM THE GREENMARKET

### TOPPING:

WILD MUSHROOMS, SPICY PEPPERS, TOMATO, ONION, ROASTED VEGETABLES, BACON, SAUSAGE, PROVOLONE, MOZZARELLA, SWISS, CHEDDAR & AMERICAN

ADD A SIDE: ROASTED POTATOES OR SIDE SALAD \$1.95  
FRESH FRUIT: 8 OZ FOR 1.95/ 9 OZ FOR 1.99

**BREAKFAST IS SERVED 8AM-11AM DAILY**

212-673-8301

DELIVERY COMING SOON

10 WAVERLY PLACE

AT THE CORNER OF  
WAVERLY & MERCER

COFFEE • SUBS • SALADS • PIZZA BREAKFAST • DRINKS • DESSERTS

# MAKE SALADS NOT WAR

CHOICE OF MARKET GREENS:  
**ROMAINE OR MESCLUN**

CHOICE OF DRESSINGS:  
BRAD'S ITALIAN, CAESAR, BLUE CHEESE, RANCH, THOUSAND ISLAND, PARMESAN PEPPERCORN, FAT FREE RASPBERRY VINAIGRETTE, LIGHT ITALIAN & BALSAMIC VINAIGRETTE

**ADD PREMIUM GARLIC CHICKEN \$1.75**

*Caesar Salad*  
CREAMY CAESAR, PARMESAN & GARLIC CROUTONS

*Fresh Tossed*  
TOMATOES, ONIONS & CUCUMBERS

**\$5.50**

## BRAD'S SALADS \$6.50

NATURAL CHICKEN, GREENS AND MARKET FRESH VEGGIES

**BRAD'S COBB**  
DICED CHICKEN BREAST, BACON, TOMATO, RED ONION, CUCUMBERS, BLUE CHEESE CRUMBLES

**CHEF SALAD**  
TURKEY, HAM, SWISS, ONION, TOMATO & PROVOLONE

**GINSBURG SALAD**  
WALNUTS, CRAN-RAISINS, RED ONION & AGED GOAT CHEESE

**WALDORF**  
CHICKEN, APPLE, DRIED CRANBERRIES, GRAPES & SUNFLOWER SEEDS

**FISHTAIL**  
TUNA SALAD, TOMATO, ONIONS & CUCUMBERS

**SPINACH SALAD**  
TOMATO, BACON, RED ONION & BLUE CHEESE

**GARDENER**  
CUCUMBER, TOMATO, MUSHROOM, ONION, ROAST PEPPER, CHICKPEAS, SUNFLOWER SEEDS, SWISS & PROVOLONE

**ADD PREMIUM CHICKEN \$1.75**

# GRILLED ARTISANAL PIZZA

PIZZA SERVED M-F AFTER 5PM - ALL DAY SAT & SUN  
**WHOLE WHEAT CRUST**  
WHENEVER POSSIBLE WE USE LOCAL, ORGANIC & SUSTAINABLE INGREDIENTS

**SAUSAGE**  
CHEESE & SAUSAGE 7.95

**HAM & SPICY PEPPER**  
HAM & SPICY PEPPER 7.95

**ROASTED VEGETABLES**  
ROASTED RED PEPPERS, MUSHROOMS, BROCCOLI, CAULIFLOWER, CARROTS, MOZZARELLA 7.95

**MARGHERITA**  
MARINARA, MOZZARELLA & ITALIAN SEASONING **\$6.95**

**BBQ**  
BARBECUE CHICKEN & MOZZARELLA 8.95

**WILD MUSHROOM**  
RICOTTA, MOZZARELLA, MUSHROOMS 8.95

**PEPPERONI**  
CHEESE & PEPPERONI 7.95

**LASAGNA MEATBALL**  
HOMEMADE MEATBALLS, FRESH TOMATO SAUCE, RICOTTA, MOZZARELLA 7.95

ADD A SIDE OF FRESH FRUIT, ROASTED POTATOES OR SIDE SALAD \$1.95

## BEVERAGES

FROM \$1.50 - \$4.75

ORGANIC MILKS (WHOLE MILK, CHOCOLATE, SKIM) • FRESH SQUEEZED ORGANIC JUICE & ORGANIC CIDER • ASSORTED TEAS, SODAS & ORGANIC DRINKS

**FOUNTAIN SODA WITH FREE REFILL**

## SMOOTHIES

THREE OPTIONS AVAILABLE EVERYDAY  
NO ICE ADDED! MADE FROM FLASH FROZEN FRUITS

CHECK OUT OUR BAR FOR A FULL SELECTION OF BEER, WINE, LIQUORS AND SPECIALTY DRINKS.

**35 BOTTLE BEERS, 6 DRAFT BEERS**

# PEACE, LOVE & TOASTED SUBS

**6" REGULAR \$4.95**

WHITE OR WHOLE WHEAT BREAD  
LARGE 9" \$6.50 • THE BEAST 24" \$18.00

**MEATBALL PARM**  
Meatball, Marinara & Provolone

**CHICKEN SALAD**  
Chicken Salad & Provolone

**VEGGIE**  
Roast Peppers, Red Onion, Provolone, Mushroom, & Tomato

**THE CLUB**  
Roast Beef, Ham, Turkey, Bacon & Swiss

**TUNA MELT**  
Tuna Salad & Swiss Cheese

**TURKEY MELT**  
Smoked Turkey Breast & Swiss

**6" REGULAR \$4.95**

**ROAST BEEF**  
Roast Beef & Cheese

**CHEEZIE**  
Swiss, American & Provolone

**ITALIAN**  
Salami, Pepperoni, Ham & Provolone

**PIZZA SUB**  
Pepperoni, Mushrooms, Marinara, Italian Seasoning & Provolone

**HAM & CHEESE**  
Smoked Ham & Swiss

**BRAD'S HOT PREMIUM SANDWICHES \$6.50**  
MADE WITH LOCALLY GROWN, MARKET FRESH VEGGIES AND FREE-RANGE NITRATE FREE MEATS

**NATURAL HORMONE FREE TURKEY** **MUSHROOM**  
Made with Premium Natural Hormone Free Turkey Breast, & Your Choice of Toppings Farm Fresh, Organic Grilled Mushrooms, Roasted Peppers & Balsamic Reduction

**READY TO GO SANDWICHES \$6.50**

**GOAT CHEESE & VEGGIES**

GOAT CHEESE, AVOCADO, ROASTED PEPPERS, BLACK OLIVES, WALNUT PESTO & SPECIALTY GREENS ON MULTIGRAIN BREAD

**VEGGIE HUMMUS**

HUMMUS, ROASTED EGGPLANT BLACK OLIVES, SPICY TAHINI, SPECIALTY GREENS ON COUNTRY BREAD

**FREE RANGE CHICKEN PESTO**

FREE RANGE CHICKEN, WALNUTS, PICKLED RED ONION, ROASTED TOMATOES, & SIDE OF TOMATO MAYO ARUGULA ON MULTIGRAIN BREAD

**FRESH FREE TOPPINGS:**

CHERRY PEPPER RELISH, BRAD'S ITALIAN, MUSTARD, MAYO, LETTUCE, OIL & VINEGAR, TOMATO, ONION, PICKLES, CHIPS

APPLEWOOD SMOKED BACON \$1.99/REG & LRG, \$4 BEAST  
EXTRA MEAT \$1.50/REG & LRG, \$6 BEAST

## DESSERTS

FILLED CROISSANTS • MUFFINS  
COOKIES • FRESH FRUIT