

FIRST WATCH[®]

First Watch Enters Boston Area with New Hanover Location

January 20, 2025

The Daytime Dining leader celebrates community spirit during grand opening celebration

HANOVER, Mass., January 20, 2025 – [First Watch Restaurant Group, Inc.](#) (NASDAQ: FWRG) (“First Watch” or the “Company”), the leading daytime restaurant known for its chef-driven breakfast, brunch and lunch menu, has officially opened its first-ever Boston-area location in Hanover. Located in Hanover Crossing at 1775 Washington St., near the scenic South Shore and close to Cape Cod, this opening represents the first of several planned for First Watch in New England.



First Watch has officially entered the Boston market with its first-ever New England location in Hanover, Mass.

Although new to this market, First Watch is widely beloved for its modern take on breakfast and brunch. Dishes are made to order using fresh ingredients in a kitchen without heat lamps, microwaves or deep fryers. In addition to familiar favorites like omelets and [The Traditional](#), First Watch's diverse menu – which is available all day – also includes innovative dishes, such as [Avocado Toast](#), [Farmhouse Hash](#), [Lemon Ricotta Pancakes](#) and its signature [Million Dollar Bacon](#), as well as lunch bowls, like the Pesto Chicken Quinoa Bowl, sandwiches and salads, including the [Superfood Kale Salad](#).

First Watch's Hanover team will start each morning juicing fresh fruits and vegetables to make their signature fresh juices, including [Morning Meditation](#), [Kale Tonic](#) and [Purple Haze](#). The restaurant also takes immense pride in its socially responsible [Project Sunrise](#) coffee, made from coffee beans sourced by women coffee farmers in South America. *To celebrate the opening, customers who dine in at Hanover Monday, January 20 through Friday, January 24 will receive a free cup of Project Sunrise coffee with their meal.*

The grand opening was marked by a festive "Pancake Flipping" ceremony, led by the restaurant's team including New England native Mike Lankowski, Regional Vice President, and Tyler Rutherford, General Manager, and special guest State Representative DeCoste. As the team flipped the restaurant's first pancake, the Hanover High School Cheerleaders performed a synchronized backflip, creating a memorable welcome for the restaurant to officially join the community. Over the weekend, the restaurant collected donations for The Jimmy Fund.

Spanning 3,500 square feet, the new First Watch features a modern design with a covered patio and an indoor/outdoor bar. The restaurant's interior has 111 seats with an additional 26 on the patio, providing ample space for customers to enjoy their meals during warmer months. The new location created 30 new jobs for the local community and emphasizes First Watch's commitment to employee wellbeing with its "No Night Shifts Ever" policy, allowing all staff to enjoy their evenings off. The restaurant will soon serve brunch cocktails and starting in Spring 2025, a seasonal menu that rotates five times per year.

"We are beyond excited to introduce First Watch's creative approach to breakfast, brunch and lunch in Hanover, and to be part of such a wonderful community," said Mike Lankowski, Regional Vice President of First Watch. "We look forward to becoming a place where friends and families can gather to start their day."

First Watch's full menu is available daily from 7 a.m. to 2:30 p.m. for pickup, delivery and dine-in service. To place an order or join a digital waitlist, visit firstwatch.com and connect on [Instagram](#) and [Facebook](#) with @FirstWatch.

About First Watch

First Watch is the leading Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" accolades, First Watch's chef-driven menu rotates five times a year and includes elevated executions of classic favorites alongside specialties such as its Quinoa Power Bowl, Lemon Ricotta Pancakes, Chickichanga, Morning Meditation fresh juice and signature Million Dollar Bacon. After first appearing on the list in 2022 and 2023, First Watch was named 2024's #1 Most Loved Workplace® in America by Newsweek and the Best Practice Institute. In 2023, First Watch was named the top restaurant brand in Yelp's inaugural list of the top 50 most-loved brands in the U.S. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation's Restaurant News for its seasonal Braised Short Rib Omelet. First Watch operates more than 570 First Watch restaurants in 30 states. For more information, visit www.firstwatch.com.

###

Media Contact:
pr@firstwatch.com