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## Juniper Bar Offers Lunchtime Respite in Midtown A New American menu and an upscale vibe with moderate prices

By Pia Catton



The bar at Juniper Bar in Midtown near Madison Square Garden and Penn Station. PHOTO: CASSANDRA GIRALDO FOR THE WALL STREET JOURNAL

While the area around Madison Square Garden and Penn Station is hectic, Juniper Bar is an oasis for those seeking a quiet bite.

Owner Tom Murphy said he intended Juniper Bar to provide a New American menu and an upscale vibe with moderate prices.

Lunch, which draws a corporate crowd, offers plenty of choices that emphasize healthful ingredients. Lighter selections include the edamame hummus (\$10) and organic turkey burger (\$15).

The menu offers some fun options. For instance, the Brussels sprouts (\$12) come smothered in a layer of cheddar cheese with pieces of smoked bacon.

Many restaurants in the area serve wings, which appeal to the crowds heading to or from Madison Square Garden. Juniper Bar does a sweet-and-spicy Vietnamese variety (\$12).

“We’re trying to do it with a twist. Everyone has had Buffalo wings,” said Mr. Murphy, who has structured the lunch service so patrons can get in and out in an hour.

Among the entrees, the pan-roasted chicken with a rich sauce and fingerling potatoes (\$20) came highly recommended by the friendly wait staff and didn’t disappoint.

**Juniper Bar** is at 237 W. 35th St., between Seventh and Eighth avenues; lunch is served daily starting at 11:30 a.m.; 212-967-2511; DOH grade: A.



The pan-roasted chicken with a rich sauce and fingerling potatoes. PHOTO: CASSANDRA GIRALDO FOR THE WALL STREET JOURNAL



The turkey burger. PHOTO: CASSANDRA GIRALDO FOR THE WALL STREET JOURNAL