

FOOD

A scripted TV series about Russ & Daughters is in the works

By [Julia Gergely](#) March 31, 2022



Russ & Daughters' Houston Street shop has been operating since 1920. (Flickr)

([New York Jewish Week](#)) – Russ & Daughters may be famous across the city — and the world — for its Jewish delicacies like smoked fish, bagels and babka. But soon, the appetizing institution may also become fodder for a TV series.

As Deadline reported on Thursday, [Time Studios is developing a scripted series about the venerable Lower East Side eatery](#) and the family behind it. According to the publication, the studios have entered a “[shopping agreement](#)” with Niki Russ Federman and Josh Russ Tupper, the fourth-generation owners of Russ & Daughters.

Polish-Jewish immigrant Joel Russ opened the store in New York in 1914, and moved it to its still-operating location at 179 E. Houston St. in 1920. With his daughters Hattie, Ida and Anne as business partners, Russ & Daughters

became the [first business in America to add “& Daughters”](#) to its name in 1935, according to its website.

Federman and Tupper took over in 2009, steering the business through its 100th anniversary, and opening the popular Russ & Daughters Cafe in 2014, just around the corner. They then opened locations in 2016 at The Jewish Museum on the Upper East Side (which closed during the pandemic), and in Brooklyn’s Navy Yard in 2019.