

Fönn, a New Skyr Icelandic-Style Yogurt Destination, Launches Near Bryant Park with Skyr Bowls, Smoothies and Toasted Sandwiches in Late Sept. 2026

*The Creation of Harvard MBA and Entrepreneur
Lauren Huff, Who Brings This Traditional High-Protein,
Low-Fat Breakfast, Lunch and Snack to
New Yorkers and Visitors*

NEW YORK, Sept. 21, 2026—Fönn, a new destination for organic Icelandic-style skyr (pronounced *skeer*), a high-protein yogurt, launches in late Sept. 2026. The creation of Lauren Huff, a Harvard MBA and seasoned business executive, Fönn serves multilayered skyr bowls, skyr smoothies and toasted panini-style sandwiches featuring skyr-based sauces, as well as coffee and matcha. Huff collaborated closely with Chef Baldur Smári Sævarsson, an Icelandic chef and skyr enthusiast who works at Restaurant Daniel in New York City.

Fönn operates at TALEA Bryant Park (22 W. 40 St.), a craft taproom in Manhattan, from 7:30am to 2pm daily, when the taproom is normally closed. It represents an innovative collaboration between two female-owned and operated brands and an ingenious, next-generation real estate approach: sharing a high-visibility location and maximizing operating hours and offerings.

Fönn (pronounced *fun*) takes its name from the Icelandic word for “snowdrift,” as skyr resembles fluffy white snow. An Icelandic classmate introduced Huff to skyr while she was earning her graduate degree, and Huff experienced it firsthand in Iceland, where skyr bars are popular. She had long been a fan of global culinary traditions and was inspired by skyr’s high-protein, low-sugar and probiotic attributes. Huff set out to bring the skyr bar, popular in Iceland, to the U.S. as a breakfast, lunch and snack alternative and founded the company.

An Icelandic Tradition as Inspiration

“We’re taking skyr, a centuries-old Icelandic staple, and reimagining it as meals and snacks that feel relevant to how New Yorkers eat today,” says Huff. “Skyr is naturally high in protein and is the delicious foundation of our protein-packed bowls, smoothies and the sauces we use in our toasted sandwiches. Our menu is convenient and nutritious, but also colorful, fun and full of interesting flavors, bringing an Icelandic-inspired approach to the modern grab-and-go.”

Fönn's Launch Menu

- **Skyr Bowls** (16 oz. \$15.50) - Each bowl has organic skyr from grass-fed cows as its base, topped with a smoothie layer and garnished with a choice of crunchy toppings and fresh fruit.
 - **Layer 1 - Base of organic Icelandic-style skyr**
 - **Layer 2 - Choose a blend:**
 - **Hekla Protein** (*Hekla*): vanilla protein, banana, almond milk, dates, peanut butter
 - **Blue Lagoon** (*Bláa Lónið*): pineapple, mango, coconut milk, honey, blue spirulina
 - **Sunshine** (*Sólskin*): strawberry, banana, almond milk, honey
 - **Mint Chip Glacier** (*Mosi*): vanilla protein, banana, spinach, almond milk, mint, cacao nibs, honey
 - **Layer 3 - Choose 3 toppings**
 - Fresh fruit, house granola, nuts, seeds, honey or seasonal toppings
 - Add grass-fed protein isolate (+\$3)
- **Skyr Smoothies** (20 oz. \$15)
 - Blended with Icelandic-style skyr
 - **Hekla Protein** (*Hekla*), skyr, vanilla protein, banana, almond milk, dates, peanut butter
 - **Blue Lagoon** (*Bláa Lónið*), skyr, pineapple, mango, coconut milk, honey, blue spirulina
 - **Sunshine** (*Sólskin*), skyr, strawberry, banana, almond milk, honey
 - **Mint Chip Glacier** (*Mosi*), skyr vanilla protein, banana, spinach, almond milk, mint, cacao nibs, honey
 - Add grass-fed protein isolate (+\$3)
- **Toasted Sandwiches** (\$15.50) - Made with panini-style bread
 - Each sandwich is layered with a skyr sauce that brings an additional element of flavor, texture and protein
 - **Prosciutto & Egg**: Prosciutto, jammy egg, avocado, red onion, skyr sauce
 - **Smoked Salmon**: Smoked salmon, tomato, cucumber, pickled red onion, greens, scallion dill skyr sauce
 - **Spiced Turkey**: Spiced turkey, tomato, cucumber, pickled red onion, greens, sriracha skyr sauce
 - **Spicy Veggie**: Tofu, pickled cucumber, red onion, heirloom tomato, sprouts, greens, avocado, sriracha skyr sauce

- **Coffee and Matcha**

- Coffee by Devoción and Ceremonial Grade Japanese Matcha
 - Espresso, \$4
 - Americano, \$4.50
 - Cappuccino, \$5.50
 - Latte, \$5.50
 - Cold Brew, \$5
 - Matcha Latte, \$6.50
 - Matcha Lemonade, \$7
- Add espresso shot, +\$2
- Add matcha shot, +\$2
- Add flavored syrup, +\$1
- On ice, +\$0.50

An Innovative Approach and a Progressive Real Estate Model

Fönn operates its own concept within TALEA Bryant Park as a residency during the morning and early afternoon hours with its own menu, branding and customer experience. As a fellow female-founded and operated business, TALEA immediately resonated with Huff.

Huff was inspired to partner with premium existing establishments that sit unused in the morning and early afternoon as a way to capture untapped potential and bring Fönn to life.

In the future, Fönn will explore this “store within a store” model in other existing high-traffic, premium locations, including hospitality venues, hotels, fitness and wellness concepts, sports and padel clubs and corporate offices.

Spacious Interior Design Is Conducive to Both Beer and Skyr

TALEA Bryant Park’s 1,650-sq.-ft. space overlooks the iconic Bryant Park and features high ceilings, large windows, an open floor plan, opaque glass globe chandeliers and sconces, and colorful Art Deco-inspired details. In addition to branded window and door vinyls, the space will be transformed into Fönn during the day through digital and print menus, tabletop signage and Fönn-branded smoothie machines and packaging.

About Fönn

Founded by Lauren Huff, a Harvard MBA and entrepreneur, Fönn (pronounced *fun*) is a new destination for organic Icelandic-style skyr (pronounced *skeer*), a high-protein yogurt. Fönn serves multilayered skyr bowls, skyr smoothies and toasted panini-style sandwiches with skyr-based sauces, as well as Devoción coffee and ceremonial-grade Japanese matcha. Huff collaborated closely with Chef Baldur Smári Sævarsson, an Icelandic chef and skyr enthusiast who works at Restaurant Daniel in New York City. Fönn operates as a residency at TALEA Bryant Park, a craft taproom at 22 W. 40 St. in Manhattan from 7:30am to 2pm daily. For more information, please visit fonnskyr.com and follow us on Instagram at [@fonnskyr](https://www.instagram.com/fonnskyr).

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