

  as [Megabeth](#) is preparing to leave Birmingham, AL, Einstein Bros. finally arrives in The Magic City. It just took a little longer than they thought it would...

[The national bagel chain drew attention to itself more than three years ago](#) when it announced plans to offer franchising opportunities in Alabama and six other states.

The new location, the company's first franchised location in metro Birmingham, is in fact the fourth one in the state - all located on college campuses ([joining locations in Auburn, Mobile and Troy](#)). This one is housed in UAB's Learning Resource Center (located at [1714 9th Ave. South](#))

[This UAB-produced video about the restaurant's opening](#) suggests that it fills a need for those working between the university's student center and 20th Street South.