

Long Island's Famed Waterfront 'Snapple House' to Sell at Auction via Concierge Auctions

Storied Hewlett Bay Park estate built by Snapple co-founder to auction in cooperation with Nest Seekers International

NEW YORK, NY, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- Known for decades as the "[Snapple House](#)," a sprawling waterfront estate in Hewlett Bay Park in Nassau County, built by Hyman Golden, co-founder of Snapple, will sell at auction via Concierge Auctions in cooperation with Richard Golden, Shawn Elliott and Zach Elliott of Nest Seekers International.

Listed for \$15 million with starting bids expected between \$3.5M and \$5M, the property is scheduled to open 6 November via the firm's online marketplace, [conciergeauctions.com](#). Bidding will culminate live in London on 20 November at The Connaught in Mayfair as part of the firm's London Global Sale—a curation of luxury properties across North America and Europe being sold over the course of two days.

“

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Private Dock with 240 Feet of Water Frontage

Designed by architect Norman Wax and built in 1994 by Qualico Contracting, the estate has remained in the Golden family since its construction. Set across more than two acres and angled to maximize Macy Channel views, the residence was built with exceptional attention to detail and craftsmanship, from its hand-laid slate roof to its expansive interiors.

“The Snapple House is one of the properties where the

story is as compelling as the real estate,” said Chad Roffers, CEO and Co-Founder of Concierge Auctions. “The vision, the setting, and the legacy speak for themselves. This is exactly the kind of property our platform was made for and we’re thrilled to introduce it on our global stage in London to buyers around the world who will appreciate it.”

“This home was built with an intention that you can still feel decades later,” said Richard Golden. “My grandfather had an idea for how a family should live and gather and every room, every detail reflects that. Passing it on to a new owner isn’t something we take lightly, but the level of interest we’ve already seen speaks to how unique this opportunity is. We’re excited to see that momentum continue as the property moves toward auction and ultimately into its next chapter.”

“This is the type of home that rewards you at every turn, from the harbor views in the morning to the private dock where you end your evening,” said Shawn Elliott. “It was designed to be experienced and the waterfront is the center of all of it. There is no other residence in the area with full views of the Macy Channel, and that alone makes this something genuinely irreplaceable in Nassau County.”

“What makes this offering particularly compelling in today’s luxury market is the ability to have a true estate setting while remaining so connected to New York City,” said Zach Elliott. “Hewlett Bay Park offers a distinctly residential setting, yet you’re still within easy reach of Manhattan and minutes from JFK. For buyers looking for this kind of space and privacy without sacrificing convenience, there are very few opportunities that offer this combination.”

Spanning across three levels served by an elevator, the residence features five bedrooms and five full and three half bathrooms, with its principal living spaces oriented toward the harbor. Hardwood and tile flooring extend throughout, while an eat-in kitchen features stone counters, a



Rare Two-Acre Waterfront Double Lot in Hewlett Bay Park



Hand-Laid Slate Roof and Architecture by Norman Wax

breakfast bar, and stainless steel appliances. A dedicated entertaining wing includes a bar and temperature-controlled wine cellar, while the primary suite captures water views and features dual walk-in closets and a spa bath with soaking tub and sauna.

Outside, manicured lawns and formal gardens extend toward 240 feet of water frontage, where a private dock provides direct access to the water. A pool and self-contained poolside cabana with a full kitchen, changing rooms, bathroom, and sauna create an additional setting for entertaining and recreation. A four-car garage completes the property.

Located within the Five Towns eruv, Hewlett Bay Park is a small, tree-lined village on Long Island's South Shore and part of the Five Towns. Together with Hewlett, Hewlett Harbor, and Hewlett Neck, the area is known locally as "The Hewletts." Nearby, the historic The Seawane Club offers golf, tennis, squash, and dining, while Long Beach and Jones Beach State Park provide access to the Atlantic coastline. Dining and shopping destinations throughout Cedarhurst, Rockville Centre, Roosevelt Field, and Americana Manhasset are within easy reach, along with UBS Arena at Belmont Park. JFK International Airport is approximately 15 minutes away, while Midtown Manhattan is approximately 45 minutes from the property.

Images of the property may be viewed [HERE](#) with credit to Josh Goetz of Josh Goetz Photography.



Entertaining Wing with Bar and Temperature-Controlled Wine Cellar



Poolside Cabana with Full Kitchen, Changing Rooms, and Sauna

As part of Concierge Auctions' Key For Key® giving program in partnership with Giveback Homes, the closing will result in funding toward new homes built for families in need.

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For more information, including property details, diligence documents, and more, visit ConciergeAuctions.com or call +1.212.202.2940.

About Concierge Auctions

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Kari Hegarty
BerlinRosen
+1 845-548-9216

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