



# MANHATTAN DELI-ARTS

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**FOR IMMEDIATE RELEASE**

## Manhattan Deli-Arts™ Uncovers The Secrets of “The Great Lost Pastrami” Of Early 20<sup>th</sup> Century New York

### Unearthing of “The Deli Scrolls” Unlocks the Culinary Secrets of Past

Westford, MA - May 02, 2008 – Dan Estridge, Founder and Curator of Manhattan Deli-Arts™ announced today that his company has made a discovery so big that it is destined to become New York gastronomic lore – the unearthing of “The Deli Scrolls”. After years of scholarly study decoding the Scrolls, Manhattan Deli-Arts™ has introduced to Deli-Mavens everywhere “The Great Lost Pastrami” of old-time New York Delis. “We’ve been toiling in obscurity for years with these Scrolls,” says Curator Estridge, “but now that we’ve finally cracked the code; and people have tasted the results, we felt the time was right to go public.”

The journey of the Scrolls started decades ago when Estridge began his quest to preserve for posterity the endangered culinary food traditions associated with the melting pot of early 20<sup>th</sup> Century New York.

“Many of the foods that are associated with New York’s melting pot culture were true arts - true labors of love. With our decoding of the secrets inside “The Deli-Scrolls,” we now can recreate these early 20<sup>th</sup> century culinary masterpieces and share them with today’s deli mavens,” said Dan Estridge, founder and curator of Manhattan Deli-Arts™.

**Manhattan Deli-Arts™ Great Lost Pastrami** - Made only with the finest beef navels – the traditional cut that provides Pastrami with its essential succulence. Gently cured and marinated with 16 aromatic whole-grain spices, hand-rubbed with our old-world dry rub, then slowly, lovingly smoked and cooked to perfection.

Manhattan Deli-Arts™ “Great Lost Pastrami” is a tribute to the culinary heritage of the original New York Delis, particularly because of Dan Estridge’s desire to faithfully recreate New York’s authentic best – Artisan Deli Specialties for today’s Deli-Mavens.

“You can find a lot of products in the marketplace claiming to be original New York Deli, but today, sadly, it’s more in name than in substance. When consumers taste our products they immediately realize what they’ve been missing. It’s a revelation,” says Curator Estridge, “...People tell us they finally understand why these products – like pastrami, or corned beef hash - became famous to begin with. With a single taste, they become believers in the true magic of “The Deli Scrolls.”

Manhattan Deli-Arts™ Great Lost Pastrami can be found at leading New England area specialty foods stores.

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### **About Manhattan Deli-Arts™**

Manhattan Deli-Arts™ is located in Westford, MA and is dedicated to the protection and preservation of great, endangered food traditions – especially those associated with the Melting Pot of early 20<sup>th</sup> Century New York. Manhattan Deli-Art’s Founder and Curator Dan Estridge is a native New Yorker and has been a lifelong student of the many distinct ethnic food traditions that contributed to New York’s melting pot culture. Manhattan Deli-Arts™ product lines are available for retail and foodservice distribution and consists of the following products: The\* Great Lost Pastrami, The Great Lost Corned Beef, The Corned Beef Hash, and The Pastrami Hash. For more information regarding Manhattan Deli-Arts™ contact Dan Estridge @ 978-339-3456 or e-mail him at [dan@deli-arts.com](mailto:dan@deli-arts.com).

(\*The – The Historically Essential™)

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