



MANHATTAN DELI-ARTS

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FOR IMMEDIATE RELEASE

Manhattan Deli-Arts™ “The Great Lost Pastrami” Sandwich Immortalized as “The Dersh” at Fenway Eatery

Now Boston not only has the better baseball team,
but also the better pastrami

Westford, MA – February 25, 2009 – Dan Estridge, Founder and Curator of Manhattan Deli-Arts™ announced today that famous lawyer and well known Cambridge, Massachusetts Deli-Maven Alan Dershowitz actually has a Manhattan Deli-Arts Pastrami sandwich titled “The Dersh” named after him on the menu at The Bleacher Bar – a field-side Fenway Park eatery.

“I couldn’t be more thrilled - ” said Estridge, “Alan is famous for his deep knowledge of New York deli. He’s even published an Op-Ed on pastrami in the New York Times. He’s been very kind to lend his name to the sandwich. I can’t wait to bring him a taste of our new corned beef. It’s so rich – there’s nothing like it anywhere else today. I know he’s going to love it. I figure we’ll be back here talking about another named sandwich pretty soon.”

Estridge says his products owe their special tastes and textures to the discovery and decoding of the legendary “Deli Scrolls”. As the story goes, “The Deli Scrolls” were unearthed followed decades of sifting through deli rubble. Now, after further years of scholarly study decoding the Scrolls, Manhattan Deli-Arts™ is re-introducing Deli-Mavens everywhere to the long lost tastes 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."

"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 20th 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.

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 20th 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.

(*The – The Historically Essential™)

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