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**Bitterman's Deli**  
805-965-7500  
5 W. Canon Perdido St.  
Santa Barbara  
CA, 93101

**Cuisine**  
New York Deli

**Dinner Entree**  
Up to \$7

**Reservations**  
Not Accepted

### Seinfeld's Deli, in SB? By Jonathan Weisberg

Summer, 2000

Located in the heart of downtown Santa Barbara, adjacent to the Paseo Nuevo shopping mall next to Nordstrom's, this New York deli provides a fun and exciting twist to lunch in Santa Barbara. Whether a quick lunch break from work, or an intermission in shopping, Bitterman's is indeed a favorable place to go to get a great tasting sandwich and a brief escape from the daily routine of Santa Barbara life.

Upon entering the deli, one immediately notices the Seinfeld theme of the restaurant, and can not only order sandwiches that are named after the sitcom's main characters (It is ironic that Kramer is a hot dog), but can also watch ongoing episodes of the Television show. Just be sure not to laugh too hard with your mouth full of a "Hello... Newman!"

Personally, I enjoyed the deli's namesake sandwich, the Bitterman, a hot pastrami; corned beef sandwich with melted cheese, mustard, onions and a French roll. The sandwich was quite good, and although there was a bit too much mustard to my liking, it was tasty, filling and very acceptable.

The menu is quite extensive and they do offer Peanut Butter and Jelly sandwiches for the kids, Salads and Vegetarian sandwiches for the anti-meat eaters, soups (sorry, none from the "Soup Nazi"), Reubens, Chicago Dogs, Bagels and a small selection of desserts.

The prices at Bitterman's are reasonable and lunch will cost anywhere from five to ten dollars, which is reasonable considering the experience, which is fun and uplifting and will actually help to alleviate the stresses of daily life.



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