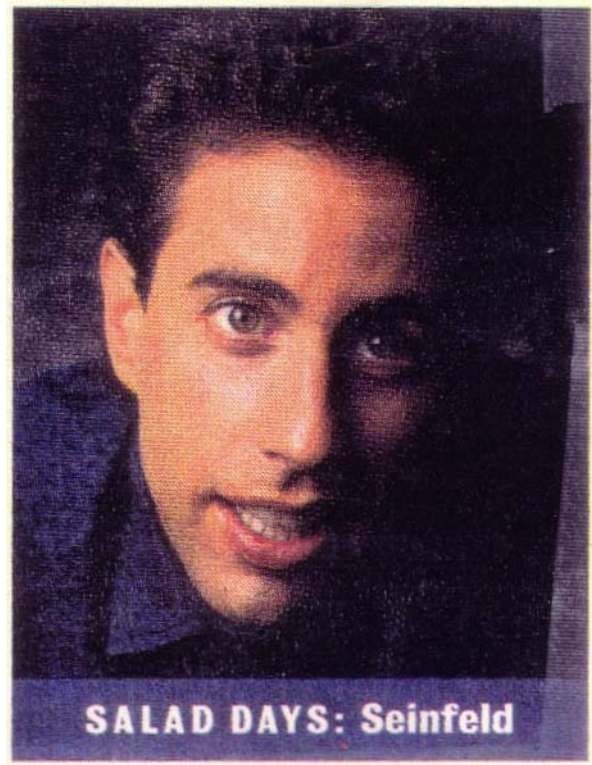


LOCAL HEROES: Why have a plain old hot dog when you can have a Kramer? That's the thinking behind Bitterman's Deli co-owners Shannon and Benny Feld's decision to turn their Santa Barbara, Calif., restaurant into a veritable *Seinfeld* shrine. Episodes now air on the restaurant's TV; *Seinfeld* shirts, mugs, buttons, and books share shelf space with the roast beef and salami; and the menu includes such items as the George (ham and cheese on a

kaiser roll) and the Kramer (a giant hot dog). "We're delighted," says series spokesman John DeSimio about the deli tribute. "We've [actually] licensed the rights for a pound of chopped liver and one chef salad with dressing on the side." And what about **Jerry Seinfeld** himself? When asked by the Felds at a recent *Seinfeld* taping if he had heard about their place, he replied:



"Yeah, we've heard all about it. You know, we're bulldozing the restaurant down right now." —*Jeff Gordinier*