

Big Apple flair

A DELI TO SATISFY YOUR CRAVING FOR NEW YORK

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Sure, New York is a stew of cultures—each ethnic group contributing equally but in its own unique way to create a delicious soup. But what is it that has given the Big Apple such culinary influence on a few quintessentially American foods?

Native New Yorkers tend to snarl in disgust at the wimpy bagels they find at some cafes, or at the too-doughy pizza that lacks topping heft. They practically tear up when recalling the hotdog vendor they were loyal to for years.

In 1993, it was Benjamin and Shannon Feld's love for their native New York that inspired them to open Bitterman's Deli in the heart of downtown Santa

Barbara.

And the name? Apparently, while trying to dream up just the right name for their new venture, the Felds became bitter about their lack of success. Eureka! Bitterman's Deli was born.

The couple has since left behind the deli. The current owner, Brian Shin, snatched up the local favorite with award-winning sandwiches four years ago, and its success continues.

To proliferate the New York vibe and as members of the cult following, the Felds established a "Seinfeld" theme in the deli. Reruns of the 1990s sitcom playing on the deli's TV provide atmosphere and entertainment.

Each character is represented on the menu.

There's of course The Jerry, a triple-layer turkey and ham club (\$6.30); The Kramer, a gigantic all-beef hotdog on a french roll (\$4.50); The George, smoked ham

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and swiss on a Kaiser roll (\$5.95); and The Elaine, dolphin-safe albacore with melted cheddar on sourdough (\$5.95). Funniest name, however, goes to the Hello ... Newman sandwich, hot pastrami and corned beef on rye with homemade Russian dressing (\$7.50).

Shin has kept the eponymous sandwich tradition by adding The Bibi, an invention of a former employee and The Luis, a favorite of the cook.

Breakfast bagels are available for the morning crowd, soups and salads for light eaters and there's the option to build your own sandwich.

Make one tasty enough, and you, too, may be immortalized on the Bitterman's menu. 2

