

Village Market Deli



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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Deli Adding Culture and New Items to Menu

COLLEGEDALE, Tenn (January 23, 2012)- The Village Market deli is putting a theme on their lunch menu for days of the week, as well as offering new hot grilled sandwiches.

Orlando Garcia, the deli manager, started a cuisine theme each Wednesday in the 2012 Fall semester dubbed "Latin Wednesdays." The menu consists of Latin-based food choices such as scallops escabeche, pastalone, and cheese and veggie meat empanadas.

Because the deli has multiple students of Latin origin, Garcia wanted to bring something new to the menu.

"Well since we have a lot of students working here in the deli that are of Latin descent, I thought it would be good to bring a little cultural diversity to the menu," said Garcia.

Because Latin Wednesdays is a success, Garcia now wants the days, Monday through Wednesday, to have a cultural theme behind the menu. He plans to have Oriental dishes on Monday, Italian on Tuesday and Latino for Wednesday.

In addition to the themed menus, starting Feb. 7, Garcia will start serving hot grilled sandwiches every Tuesday and Thursday to accommodate the chili stack bar. Garcia will provide two Panini presses and will choose a couple of pre-made sandwiches to be served as hot items. The chosen sandwiches will usually have contrast to them to increase the choice in variety for the customer, and each hot sandwich will come with a free order of fries.

In the past, Garcia introduced the Deli Customer Loyalty Card, a card which gives free side orders to customers as long as they have enough deli stamps on it as proof of purchase.

The deli serves breakfast from 7:00 a.m. to 9:30 a.m. Monday through Friday, and lunch from 10:30 a.m. to 2:00 p.m.

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