

Subway opens kosher restaurant in Brooklyn

by Bend_Weekly_News_Sources

The Subway restaurant chain is pleased to announce the opening of its first kosher location in the New York City area. This marks the sandwich franchise's second North American kosher restaurant and the first of its kind on the East Coast.

Officially opening for business on January 2nd, the restaurant is located at 1219 Avenue J, in a predominantly Jewish neighborhood in the Flatbush section of Brooklyn. Owned and operated by three Sephardic Jewish business partners from the community, the restaurant is primarily a family affair with wives, mothers and other relatives taking turns baking bread, prepping ingredients and making sandwiches for the throngs of customers, many of whom have never before eaten traditional American-style fast food.

"I invite everyone to stop by and try our world-famous submarine sandwiches. Subway offers a variety of options that appeal to those interested in maintaining a healthy lifestyle and the opening of a kosher Subway restaurant in Brooklyn gives individuals and families an additional choice when deciding where to eat," said Subway franchisee, Jack Mosseri. "I am not aware of any other popular restaurant chain in the country that has so thoroughly adapted its menu to meet kosher dietary laws."

The Subway restaurant on Avenue J is under the rabbinical supervision of Rabbi Gornish. In keeping with Jewish tradition the restaurant closes on Friday at sundown and reopens for business one hour after nightfall on Saturday. With slight modifications, such as no cheese or pork products, the majority of the menu is almost identical to that of any other Subway restaurant. The restaurant also offers catering services for meetings and special events to local schools and businesses.

"This is the busiest Subway store I've ever seen," says Daryl Meyers, the Subway chain's Development Agent for Brooklyn. "Customers love it and they are already getting repeat business."

Since opening the first kosher Subway location, at a Jewish Community Center in a Cleveland suburb last year, the chain has received many inquiries from prospective franchisees around the country who wanted to know how they can open their own kosher Subway restaurant too. Understanding that these inquiries represent a significant potential for the brand to introduce Subway sandwiches to a vast untapped segment of the

population, it was decided to go forward and develop additional kosher locations.

"There are more kosher Subway restaurants on tap for the NY metropolitan area as well as some planned for other parts of the country," says Tim Miller, Operations Management Specialist for the Subway chain, based at the company's world headquarters in Milford, Conn. "By the end of this year, we expect to have as many as eight kosher more locations up and running. We feel confident that we are able to do this mainly because of our extensive experience adapting our menus for consumers in areas such as India or the Middle East, who have specific religious or cultural food preferences."

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