



### **The Boardroom Bistro Celebrates the Best Deli North of NYC – and Much More**

Bedford, MA (October 3) — If it's an authentic, "New York-style" deli sandwich you crave, then now is the time to head over to The Boardroom Bistro, a new café in Bedford. From October 17<sup>th</sup>-21<sup>st</sup>, The Boardroom Bistro will celebrate a year of "good food at good prices" with a host of delectable specials and deals.



Specials will include a soup day and bread tasting, as well as the release of several new menu items. Customers will also be treated to buy one/get one free deals, 10% off all orders placed online, and free desserts after 2 p.m. And the celebrations don't end there. The following week will feature "coffee day". Patrons will receive free coffee, plus a coupon for a free cup of the Boardroom's delicious coffee -- made to order on a unique, state-of-the-art air-infusing French press.

According to Boardroom Bistro co-owners Jeff Goldberg and David Smerling, both New York-area natives, the restaurant fills the void of "Jewish style delis" in the metro North-West Boston area—and offers so much more. Goldberg and Smerling pride themselves on providing Jewish, Greek, and Italian-style tastes prepared from the finest ingredients at moderate prices.

The wide selection of sandwiches, many named after the owners' family and friends, include the "Jersey Joe" (a "triple-decker" of corned beef, pastrami, turkey, and cole slaw with Russian dressing, piled on rye bread) and the mouth-watering "Jake," a fresh, off-the-bird turkey sandwich on savory cranberry nut bread imported from Belgium. Then there's "The Terri," a ham and Brie Panini with fig jam, served on ciabatta bread, named after Goldberg's wife. Goldberg and Smerling select only the freshest, best ingredients for their sandwiches, including authentic seeded rye bread from New Jersey, rich butter croissants from Belgium, and first-cut corned beef brisket seasoned with traditional spices.



Not in the mood for a sandwich? Not a problem. Try one of the Boardroom's many other menu items: vegetarian calzones, turkey burgers, Certified Angus Beef hamburgers grilled to order, kosher hotdogs, and fresh salads. During the winter, the restaurant features four homemade hot soups daily, including its staples of chili, chicken noodle, and clam chowder. The café also offers locally baked desserts, including Mandel Bread (a crunchy, Jewish style "biscotti" loaded with chocolate, butterscotch, cinnamon, or cherry/raisin baked on the premises by Lexington resident Merle Nierman).



The Boardroom Bistro can give you that morning and mid-afternoon pick-me-up too. For a truly remarkable cup of coffee, choose from 16 different types of beans and ask for a latte, cappuccino, or a classic coffee made to order on the French press.

More than just a "deli," The Boardroom Bistro is open for breakfast (full service including waffles and pancakes), lunch, and early dinner and has a full-service bar, as well as providing corporate and residential catering. Customers order at the counter and are handed a giant chess piece for their table, so that wait staff will know where to bring the food. On warmer days, customers can enjoy their food on the patio.

The Boardroom Bistro exudes a warm, casual atmosphere, like its friendly down-to-earth owners. The chess theme, inspired by Goldberg, an aficionado, gives the restaurant a memorable, home-like appeal.

"We didn't want stuffy, white tablecloths, but we also wanted something way above and beyond that dreaded 'cafeteria food,'" Goldberg explains.

The Boardroom Bistro finds a perfect balance, using superior ingredients to make good, fresh, healthy food. As Goldberg says, "Everything tastes good. People like our food."



To learn more about The Boardroom Bistro, visit [www.theboardroombistro.com](http://www.theboardroombistro.com), or call 781-276-1500. The Boardroom Bistro is located at 54 Middlesex Turnpike in Bedford and is open Monday through Friday, 7AM to 7:30PM for breakfast, lunch, and early dinner -- and will be extending dinner hours until 9pm on Thursdays and Fridays beginning November 1st. Take-out and delivery are available -- and can be ordered and paid for online.