

South Florida restaurants participate in National Deli Month

By **SERGIO CARMONA**

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Brie and Rick Bruskin at Pomperdale New York Deli in Fort Lauderdale. The deli, along with 3G's Gourmet Deli & Restaurant in Delray Beach, is participating in National Deli Month. (Rick Bruskin/Courtesy)

Two South Florida delicatessens are participating in the sixth annual National Deli Month taking place throughout August.

Founded in 2016 through a collaboration of Kenny & Ziggy's New York Delicatessen & Restaurant owner Ziggy Gruber in Houston, TX, and Jay Parker, owner of Ben's Best Deli in Rego Park, NY, the month celebrates New York-style delicatessens.

ADVERTISING

Participating delis, including 3G's Gourmet Deli & Restaurant in Delray Beach and Pomperdale New York Deli in Fort Lauderdale, raise money for charitable organizations in their communities.

The 2015 documentary "Deli Man," which examined the state on the New York-style delicatessens and how they were rapidly disappearing, prompted Gruber, who was featured in the film, to launch National Deli Month in 2016. Gruber said, regarding the month, "The goal is to bring awareness on how good the cuisine is at the delicatessens, and also, because we all give to a charity, to reach out to our communities, say thank you and give back a little."

[\[More from the Jewish Journal\] COVID surge, Delta Variant concern synagogues with High Holidays approaching »](#)

This month, 3G's Gourmet Deli & Restaurant is donating \$1 for every one of its famed New Yorker Sandwich it sells to the Jewish Federation of South Palm Beach County.

At Pomperdale New York Deli, every New Yorker Sandwich sold will generate \$1 for the Jewish Federation of Broward County. People who buy the sandwich this month also get a free bottle of the deli's New York Deli Mustard. Rick Bruskin, owner of Pomperdale, said, "We're trying to get people to buy that specific sandwich so that we can make a meaningful contribution to the Federation."

“It also helps bring more people here,” Bruskin continued. “We want people to know that this is real promotion, and we’re basically doing this to keep the delis alive. There are so few of us left.”

[\[More from the Jewish Journal\] COVID surge, Delta Variant concern synagogues with High Holidays approaching »](#)

Bruskin also said, “So many delis are going out of business, and for the ones that are left, it’s our jobs to keep the delis alive.”

“We want to keep the delis alive for the tradition,” he continued. “We want keep them alive for the quality and the value of the food. And we want to keep them alive for our kids and their kids.”

Mark Freedman, the Jewish Federation of Broward County’s interim president and chief executive officer, said, “We want to express our gratitude and thanks to the management of Pomperdale for agreeing to do this and knowing they are, in their own quiet way, helping people that they probably never met before.”

“They should know that they’re making a difference, as are the diners who are coming to their restaurant and thus supporting this effort,” Freedman continued.

[\[More from the Jewish Journal\] Jewish Federation’s volunteer center leads back to school initiative »](#)

Bruce S. Garnett, owner of 3G’s Gourmet Deli & Restaurant, explained how meaningful it is to support the Jewish Federation of South Palm Beach County for this month’s promotion.

“It’s always good to donate to all causes no matter what they are, but I feel this would be a great one because of the connection of the Jewish clientele, the delis and the history,” Garnett said.

As delis throughout the country have closed, especially during the COVID-19 pandemic, Pomperdale and 3G’s have had had their challenges, like other restaurants, throughout the crisis.

“It’s been very difficult,” Garnett said regarding how the pandemic has affected business. “We deal with an elderly Jewish clientele, and as we know, the virus affected the elderly more than everyone else, so it’s been a challenge.”

Visit pomperdalenydeli.com or 3gsdeli.com for more information on the local delis, or delimonth.com on the celebratory month.



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CONTACT

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