



500 W Magnolia Ave.
Auburn, Ala. 36832

Amanda McCoy



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Auburn, Ala. 36832
www.mommagoldbergs.com

Nov. 23, 2009

John Smith
Editor, Opelika-Auburn News
2901 Society Hill Road
Opelika, Ala. 36801

Mr. Smith,

Momma Goldberg's is known in the Auburn community for its traditions. There's the "Momma's Love," "Momma's Famous Nachos" and the walls covered in pictures of customers from the past 34 years.

In the past four weeks, Momma Goldberg's has started a new tradition. Momma Goldberg's will now be hosting Acoustic Thursdays every Thursday evening. The events will feature a different local musician or band that will play live music from 9 p.m. to 2 a.m.

The turnout for each Thursday has grown with every event. It is a fun and relaxing atmosphere for the Auburn community to come out and enjoy discounted pitchers, food and live music.

"Acoustic Thursdays" are a great opportunity for local musicians, because Momma Goldberg's only invites bands from the Auburn/Opelika area.

I would love the opportunity to tell you more about "Acoustic Thursdays" and why the events are exciting for the community and Momma Goldberg's. You can reach me at (334) 555-5555 or mccoyam@mommagoldbergs.com.

I look forward to talking with you.

Sincerely,

Amanda McCoy
Public Relations Director
Momma Goldberg's Deli



500 W Magnolia Ave.
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FACT SHEET

Momma Goldberg's is an independently-owned deli in Auburn, Ala. Known to locals as "Momma G's," the deli was founded on tradition, honesty and family. The original Momma Goldberg's still operates today and its food and design has not changed in 34 years.

- Momma Goldberg's was founded by Don DeMent in 1976.
- DeMent owned a clothing store called "The Locker Room" before he turned it into the deli.
- Momma Goldberg's prides itself on using only fresh, high-quality ingredients.
- Momma Goldberg's opened its first franchise on East Thach Road in Auburn, Ala. in July 2007 and has since opened seven stores in Alabama and Georgia.
- Momma Goldberg's has contracts to open seven additional stores.
- Customers can build their own sandwich, salad or wrap or choose from a specialty menu.
- Although Momma Goldberg's has eateries located throughout Alabama and Georgia, the product and flavor remains the same in each location.
- The sandwich "Momma's Love" accounts for 65 percent of sales.

For more information, visit Momma Goldberg's Web site at www.mommagoldbergs.com.

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NEWS RELEASE

Nov. 23, 2009

FOR IMMEDIATE RELEASE

Momma Goldberg's hosts a Thanksgiving Day party

AUBURN, ALA. – Momma Goldberg's is inviting the Auburn community to come down to the Magnolia location on Thanksgiving Day. The local landmark will have a live band, discounted pitchers and plasma TVs outside.

The band will begin playing at 9 p.m. and Momma Goldberg's will stay open until 2 a.m. Domestic pitchers will start at \$4 and food will be served until closing.

"This Thursday is going to be a ton of fun," said General Manager Kevin Schilleci. "So if you are in town then come over and spend Thanksgiving with your 'Momma.' "

The Thanksgiving Day event is a continuation of "Acoustic Thursdays," an event that has been done for the past four weeks. Every Thursday, local musicians or bands play outside the restaurant and Momma Goldberg's serves discounted pitchers.

"Acoustic Thursdays" has been done in the past and Schilleci is excited to start it back up again.

"Each week has been better and better and we're hoping this Thanksgiving will be the best yet," said Schilleci.

For more information on the Thanksgiving Day event, visit Momma Goldberg's Facebook page.

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NEWS RELEASE

Nov. 23, 2009

FOR IMMEDIATE RELEASE

Make a world famous sub in any kitchen

AUBURN, ALA. -- Momma Goldberg's, a small deli in Auburn, Ala., makes a sub that has become so popular that customers will wait in line for it for hours. A steamed combination of turkey, roast beef and ham has made "Momma's Love" an Auburn favorite.

"Momma's Love" has helped carry the franchise from one location in Auburn to nine locations across Alabama and Georgia. The sub accounts for 65 percent of the deli's sales and is recommended by Momma Goldberg's for all newcomers.

For those that don't live near Alabama or Georgia and want a taste of "Momma's Love," the sub can be tried at home. The meats of the "Momma" are turkey, roast beef and ham topped with Muenster cheese on a hoagie bun.

However, according to founder Don DeMent, "Momma's Love" is not just a sandwich. It represents one of the values the deli was founded upon, tradition.

"If you truly want the full experience, you need to enjoy a 'Momma's Love' inside the restaurant," said General Manager Kevin Shilleci. "There you'll be surrounded with years of Auburn tradition."

Any lovers of the homemade version of "Momma's Love" that are traveling through the Deep South and pass a Momma Goldberg's will find the opportunity to get the full "Momma's Love" experience.

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Momma Goldberg's

Total Time: 30 seconds

Amanda McCoy, Producer

ANNOUNCER: MOMMA GOLDBERG'S DELI WILL BE HOSTING A PARTY THIS THANKSGIVING WITH LIVE MUSIC AND DISCOUNTED PITCHERS. A LOCAL BAND WILL BEGIN PLAYING AT 9 P.M. AND MOMMA GOLDBERG'S WILL STAY OPEN UNTIL 2 A.M. THE PITCHERS WILL BEGIN AT \$4 AND MOMMA GOLDBERG'S WILL BE SERVING THE SAME GREAT FOOD. SO IF YOU ARE IN TOWN THIS THANKSGIVING THEN COME DOWN AND HANG OUT AT MOMMA GOLDBERG'S. YOU'LL ENJOY LIVE MUSIC, FOOD AND FRIENDS. EVERYONE AT MOMMA GOLDBERG'S WISHES YOU A SAFE AND HAPPY HOLIDAY.

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**DON DEMENT
FOUNDER, MOMMA GOLDBERG'S**

BIOGRAPHY

Momma Goldberg's was founded in 1976 by Auburn University graduate Don DeMent. Son of Jack and Blanche DeMent, DeMent was raised in Shelby County, Ala. His parents instilled a strong work ethic in him at a young age and taught him the basic values of honesty and hard work.

But DeMent's childhood dream was not to open a deli. After graduating from Auburn in 1963, DeMent entered the clothing business in Birmingham, Ala. After a few years, DeMent moved to Auburn, Ala. and opened a men's clothing store called "The Locker Room." After six years of operating the store, DeMent had an idea. Because most of the Auburn cuisine was sit-down, country cookeries, DeMent believed the community would enjoy a different type of restaurant. He took advantage of an opportunity to buy deli equipment from a neighbor and his clothing store became Momma Goldberg's.

"Don is an entrepreneur by spirit," said DeMent's nephew Kevin Schilleci, the current general manager of Momma Goldberg's. "He can make something work out of nothing."

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The community embraced the restaurant. To give Momma Goldberg's an inviting atmosphere, DeMent hung pictures of customers and newspaper cut-outs on the walls. Articles about victorious Auburn football games in the 1970s still hang on the Momma Goldberg's walls today.

“As a kid I would come in and see Uncle Don with a heavy duty stapler hanging pictures on the walls,” said Schilleci. “He was constantly going at it.”

The Momma Goldberg's chain has grown to nine locations, with eight in Alabama and one in Georgia. The original location on West Magnolia Avenue in Auburn, Ala. has not changed in 34 years. According to the Auburn community, DeMent's deli has become a part of the Auburn family.

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IT'S NOT JUST A SANDWICH, IT'S AN EXPERIENCE

If an Auburn University student says “I gotta have my Momma’s Love,” they are not referring to their biological mother. Instead, they are speaking of the popular sandwich “Momma’s Love” at the Momma Goldberg’s deli in Auburn, Ala. But according to Momma Goldberg’s General Manager Kevin Schilleci, “ ‘Momma’s Love’ is not just a sandwich, it’s an experience.”

Residents outside of Auburn may find it hard to believe that a sandwich made of roast beef, ham and turkey could ever become so famous. Some Auburn residents say it’s because of the perfect blend of high-quality ingredients, some say it’s the steamer that melts the ingredients just right, but many say it’s the tradition of Momma Goldberg’s in the Auburn community.

What began as a men’s clothing store is now a small deli that is woven into the fabric of the Auburn community. After 32 years, Momma Goldberg’s decided to ‘spread the love’ and expand its franchise. There are now three Momma Goldberg’s locations in Auburn and six located throughout Alabama and Georgia.

When serving a Momma Goldberg’s newcomer, Schilleci always recommends “Momma’s Love.”

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“That needs to be the first thing a new customer tries,” said Schilleci. “It’s what Momma Goldberg’s is famous for.”

“Momma’s Love” accounts for 65 percent of the deli’s sales. Many customers pair the sub with “Momma’s Famous Nachos,” a basket of Doritos smothered in pepper jack cheese and jalapeños.

But founder Don DeMent can’t take credit for the Momma Goldberg’s nachos. The recipe came from a former Momma Goldberg’s employee. On his break, he’d make the nachos with the Momma Goldberg’s steamer to accompany his sandwich. The nachos were a hit. Other employees followed and eventually customers began asking for his creation. Because of popular demand, DeMent later put the nachos on the menu.

“Momma’s Love,” along with “Turkey Delight” and “Big Momma,” was on the original Momma Goldberg’s menu. The recipe for “Momma’s Love” has not changed since the restaurant opened 34 years ago. Schilleci believes customers appreciate this familiarity.

“Auburn alumni can come eat at Momma Goldberg’s after graduating 30 years ago and the ‘Momma’s Love’ will taste the exact same,” said Schilleci. “People are grateful for that.”

Schilleci also says the sandwich keeps the deli constantly busy on Auburn football game days.

“There is always a long line on game days,” said Schilleci. “People will wait in line for hours to order their ‘Momma’s Love.’ After they finally receive their sandwich, their faces’ are priceless.”

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According to the Auburn community, Momma Goldberg's is not just a restaurant. Schilleci believes it gives people a chance to be a part of something that is bigger than themselves.

"Momma Goldberg's is parents enjoying a "Momma's Love" with their college freshman after his first wave of final exams," said Schilleci. "It's an Auburn alum eating with his 6-year-old son after the kid's first Auburn football game. It's college seniors toasting beers after graduation."

The Auburn community is tied to the tradition of Momma Goldberg's and "Momma's Love." To members of the community it's not just a sandwich, they "gotta have their 'Momma's Love."

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“Momma’s Love” is the most popular sub at Momma Goldberg’s. It accounts for 65 percent of Momma Goldberg’s sales. *Courtesy of Momma Goldberg’s*

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Momma Goldberg's on 217 E Thach Road opened in July 2007 and is the restaurant's first franchise. It serves the original menu along with build-your-own salads and soups. *Courtesy of Momma Goldberg's*

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