

FOR IMMEDIATE RELEASE:



## Tommy Pastrami New York Delicatessen Introduces the “Pastrami Wars”

Tommy Pastrami New York Delicatessen is excited to announce the first promotion of its kind; a “Pastrami Eating” Competition.

The eight, fastest contestants at each store will “face-off” with one another on National Pastrami Day, January 14, 2011.

The top two finalist of each store will receive a Tommy Pastrami gift certificate; (Second Place \$25.00 and First Place \$50.00) and move forward to compete in the Tommy Pastrami Tri County Pastrami Competition. The event will be held in Huntington Beach, CA at Tommy Pastrami New York Delicatessen on Sunday, January 30, 2011 at 1 pm.

The twelve final contestants will compete to devour Tommy Pastrami New York Delicatessen’s “Biggest Pastrami Sandwich” within thirty minutes. The person who eats the entire sandwich in the fastest time period will receive \$500.00 and the bragging rights for the entire 2011 year.

Come out and help us celebrate. We invite everyone to attend The First Official Tommy Pastrami New York Delicatessen “Pastrami Wars.”

Are you up to the challenge? Contact your local store for the details.

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