

A "Rude Awakening" at Carnegie Deli: Legendary NYC Restaurant Rebrands with Warm Hospitality



New York City, New York Sep 18, 2024 ([Issuewire.com](https://www.issuewire.com)) - The iconic Carnegie Deli, known as much for its towering pastrami sandwiches as its famously curt waitstaff, is turning over a new leaf. With a history spanning over 80 years, the beloved Midtown Manhattan institution has long been celebrated for serving heaping plates of house-cured meats and classic Jewish deli fare. But now, they're introducing a new main course: kindness.

In a bold move to update the dining experience, Carnegie Deli's new Chief Operating Officer Robert Eby, 51, is aiming to shift the restaurant's long-standing reputation for rudeness. "We're trying to warm it up a little," Eby explained, signaling a sea change in the Deli's customer service approach. "Being rude may have been cute with the old Jewish waiters and waitresses in the '50s and '60s, but not anymore. Today, it's all about hospitality."

For decades, diners at Carnegie Deli might have expected a little sass alongside their corned beef, with many embracing the gruff demeanor as part of the Deli's charm. However, as modern-day customers increasingly prioritize kindness and personalized service, Carnegie Deli is updating its attitude to stay in line with the evolving hospitality landscape.

"We want to keep serving our beloved recipes, but with a new attitude," said Eby. "Our mission is to kill our customers with kindness— not just artery-clogging pastrami."

This transition marks a new era for the famed establishment, which has attracted locals and tourists

alike since opening its doors in 1937. From celebrities to devoted New Yorkers, Carnegie Deli remains a culinary and cultural landmark in the heart of Manhattan. Its new focus on warm, friendly service promises to draw in a fresh wave of fans eager to experience the charm of the past, mixed with the hospitality of today.

The move comes as part of a larger initiative to modernize the iconic deli while preserving its storied past. Whether you're visiting for a famous Reuben sandwich, a steaming bowl of matzo-ball soup, or a side of sour pickles, you can now expect the same legendary flavors—with a smile.

For full details on the story, please refer to Amber Sutherland's New York Post article: Rude Awakening at Carnegie Deli <https://nypost.com/2013/02/18/rude-awakening-at-carnegie-deli>.

Carnegie Deli

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About Carnegie Deli:

Founded in 1937, Carnegie Deli has been a New York City staple for decades, serving up classic Jewish deli cuisine, including house-cured meats, homemade matzo-ball soup, and signature sandwiches. Famous for its massive portions and rich history, the deli remains one of the city's most beloved and iconic dining destinations.

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