

From *E-News* – August 2016



TJ's Deli – Sandwiches and Salads and Ice Cream...Oh My!

It's August. It's hot. It's humid. And it's time for ice cream. But when you think of summer's perennial cool treat, TJ's Deli may not be the first place that comes to mind. If it's not, it's time to change your way of thinking.

TJ's Deli on Country Club Road across from Calvary Baptist Church in Winston-Salem has been beloved for generations for its famous deli sandwiches, burgers, wraps, salads and more, but a new generation of customers loves T.J.'s Deli for another reason: delicious locally churned ice cream.

Does anyone hear a burger and shake calling your name yet?

Mitch Smith, who owns TJ's Deli, is part of family tradition of serving great food and ice cream. "When I was growing up in Fayetteville, Arkansas, my Dad owned a carhop place, which made me pretty popular in high school." Mitch later moved to Winston-Salem and joined forces with his father in 1982 to open TJ's Deli.

TJ's Deli quickly became known for its vast and traditional deli menu that leaves nothing out and keeps everyone happy. With signature sandwiches like the famous "Cham" (chicken AND ham, plus lots of other goodness) generations of local families come back to TJ's Deli time and time again. "It's been such a joy to be a part of our customers' lives," Mitch said.

And in the name of keeping things sweet, TJ's Deli expanded in February 2014 by adding hand-scooped ice cream. "It seemed a crazy idea at the time, because we introduced ice cream in the middle of a snowstorm," Mitch said with a laugh. "But it's worked! Now our loyal customers frequently make their way over to the ice cream counter after dining on a Cham or other sandwich, and a quickly growing number of customers come in and head straight for ice cream, sundaes, milkshakes, banana splits or floats."

"Our ice cream is local dairy farm made with no growth hormones and happy, grass-fed cows," he added. "It's good, old-fashioned ice cream made with the freshest cream and natural ingredients, and we offer it at a reasonable price."

Customers can see Mitch working at TJ's Deli on almost any given day. For a great sandwich and an even better welcome, pay Mitch and his crew a visit . . . and don't forget the ice cream to tame even the hottest summer day!