

COHEN MEDIA GROUP presents

The story of the **men**
behind the **food**
behind the **tradition.**



DELI-MAN

A documentary by
ERIK GREENBERG ANJOU



Featuring **DAVID "ZIGGY" GRUBER - JERRY STILLER - FREDDIE ROMAN - LARRY KING - FYVUSH FINKEL** & a cast of deli mavens far and wide!

PG-13
FOR SOME
LANGUAGES

Editor: LISA PALATTELLA Original Score: LORIN SKLAMBERG Director of Photography: DAVID SPERLING Associate Producers: RALPH MARASH & JOSEPH CAGNOLI, JR. Produced and Directed by: ERIK GREENBERG ANJOU

www.cohenmedia.net www.delimanmovie.com

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Digital Assets

Deli Man

- Official Website: www.delimanmovie.com
- Official YouTube trailer: <https://www.youtube.com/watch?v=bCXTJGIpY7k>
- Facebook: <http://www.facebook.com/delimanmovie>
- Twitter: <https://twitter.com/DeliManMovie> (@DeliManMovie)

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DELI MAN – A Documentary Film

More than 160 years of tradition served up by the Jewish deli owners, operators and fanatics who are keeping hot pastrami hot - and a culinary must. Just don't tell your cardiologist.

Synopsis:

Jewish culture reflects the heart of a vital ethnic history. As that culture continues to shift and adapt alongside mainstream America, delicatessen food – as its name suggests – remains a beloved communal delicacy.

In Houston, Texas, third-generation deli man Ziggy Gruber has built arguably the finest delicatessen restaurant in the U.S. His story – augmented by the stories of iconic delis such as Katz's, 2nd Avenue Deli, Nate 'n Al, Carnegie, and the Stage – embodies a tradition indelibly linked to its savory, nostalgic foods.

About the film:

For some, delicatessen food is close to a religious experience. A tender, crumbling cut of corned beef steeped in its juices. A full-bodied garlic dill pickle. Spicy brown mustard with grain. A blintz that melts in your mouth like a creamsicle on a summer's day. Recipes and culinary garnishes from Hungary, Poland, Russia, Romania that flowed into late 19th and early 20th century America and soon became part of an American culinary and cultural vernacular – Deli.

DELI MAN is a documentary film produced and directed by Erik Greenberg Anjou; the third work in his trilogy about Jewish culture. The celebrated preceding films are "A Cantor's Tale" and "The Klezmatics - On Holy Ground," which have to date screened at more than two hundred international film festivals and have been broadcast in the U.S., Israel, Canada and Poland. The principal guide of **DELI MAN** is the effusive and charming Ziggy Gruber, a third-generation delicatessen man, owner and maven (as well as a Yiddish-speaking French trained chef) who currently operates one of the country's top delis, Kenny and Ziggy's in Houston, Texas. Kenny and Ziggy's has been touted in press reviews ranging from "Diners, Drive-Ins and Dives" to the L.A. Daily News.

Every story needs a brave and trustworthy guide, and Ziggy is ours. Given the economic and culture pressures which have weighed down upon, if not gutted, the

old-time deli, it would have been a lot easier for Ziggy to chose another livelihood. In 21st century fitness-crazed, suburban-sprawled and assimilated Jewish America, there are approximately 21 kosher and non-kosher delis of repute in NYC's Five Boroughs, whereas in 1931, the City's Department of Public Markets listed 1,550 kosher delicatessen stores and 150 kosher dairy restaurants.

Ziggy, however, grew up in the business, and he loved it. His uncle and great-uncle owned Berger's in the diamond district, and the Woodrow Deli on Long Island. His grandfather owned the famous Rialto Delicatessen on Broadway, and Ziggy was stuffing cabbages atop of a crate when he was eight. Jewish food was in his *kishkes*. Although eighteen-year old Ziggy enrolled in culinary school in London and subsequently did a stint at the Waterside Inn with a young Gordon Ramsay, a fateful trip alongside his father to the annual dinner of the Delicatessen Dealers' Association of Greater New York became his epiphany. The association had at one time boasted several hundred members. By the time it disbanded in the late 1980's, only two-dozen remained. Ziggy recalls:

"I'll never forget. I looked around the room, it was all sixty and seventy-year old people. I said to myself: 'Who is going to perpetuate our food if I don't do it?' That was my calling. The next day I went back to my dad and my uncle and I said, 'I've had enough of this fancy-shmancy business, I'm going back into the delicatessen business.'"

Of course the story of deli isn't Ziggy's alone. It's the history, anecdotes and humor that once made one's local delicatessen the virtual epicenter not only of food, but of family, laughter and community. **DELI MAN** has visited meccas like the Carnegie, Katz's, 2nd Avenue Deli, Nate 'n Al, and Canter's, as well as interviewed some of the great connoisseurs of deli, including Jerry Stiller, Alan Dershowitz, Freddie Klein, Dennis Howard, Jay Parker (Ben's Best), Fyvush Finkel, and Larry King. The documentary has also toured some of the new shining lights in the deli biz, including Wise Son's in San Francisco and Caplansky's in Toronto.

A successful son may (with the right nurturing and enough smoked whitefish) outgrow his father. In much the same way (aided by high visibility in films like **BROADWAY DANNY ROSE** and **WHEN HARRY MET SALLY**), delis have transcended their immigrant urban adolescence and become property of Broadway, Hollywood, Montreal, the world.

You are what you eat. So join us for some raucous laughter, an existential discussion about what makes pastrami pastrami, a *bissele* of *shpilkus*, and a reminder to renew your fitness club membership.

CAST/CREW BIOGRAPHIES

DIRECTOR/PRODUCER

ERIK GREENBERG ANJOU is a graduate of Middlebury College (B.A.), Northwestern University (M.A.) and the American Film Institute's Center for Advanced Film Studies (Directing Fellow). Although the subject of his work ranges from Ivy League football to abstract expressionist painting, Erik has a particular passion for Jewish and Israeli-driven content. His recent endeavor as a screenwriter is "You Shall Not Kill" adapted from a novel by Uri Oren. The film is being Co-Produced by Thomas Schühly ("Alexander," "The Adventures of Baron Munchausen," "The Name of the Rose") and Rony Yacov ("The Big Dig," "Picking Up The Pieces"). Two previous feature-length documentaries – "A Cantor's Tale" and "The Klezmatics: On Holy Ground" – are about sacred music and klezmer music. They have screened at more than two hundred international film festivals and have captured top festival prizes in Tel Aviv, Warsaw, Miami, San Diego and Washington, D.C. Erik's documentaries have received support from the Nathan Cummings Foundation, the Andrea and Charles Bronfman Philanthropies, the Maurice Amado Foundation, the Karma Foundation, and the Nash Family Foundation, among others. His current efforts again bridge the span between narrative and documentary forms. "Deli Man" features Larry King, Fyvush Finkel and Jerry Stiller, as well as some of North America's most flavorful deli owner-operators. Erik is the Writer-Director of the upcoming "La Fatura" (The Favor), Produced by Stephen Greenwald, Executive Produced by Fred Zollo. He is adapting Warren Adler's novel, "Residue," for Grey Eagle Films and the big screen. And just to make sure he stays busy, Erik teaches film as an adjunct professor at St. John's University in Queens, New York.

FILM SUBJECT

ZIGGY GRUBER is a deli man, like his father and grandfather before him. In fact, his grandfather, Max, opened the first deli on Broadway, The Rialto Deli, in 1927. Gruber is part New Yorker (he was born and grew up there), part entertainer and now part Texan, having moved to Houston 13 years ago to open the city's top deli, Kenny & Ziggy's New York Delicatessen Restaurant. He is a graduate of the prestigious Le Cordon Bleu in London and trained in a three-Michelin star London restaurant before opening his first deli in NYC then another in Los Angeles before opening Kenny & Ziggy's.

THE DELI MEN & WOMEN

David "Ziggy" Gruber
Jerry Stiller
Professor Alan Dershowitz
Fyvush Finkel
Freddie Roman
Cantor Jack Mendelson
Michael Wex
Freddie Klein
Yitz & Bernice Penciner
Freddie Loeser
Sandy Levine
Barry Orenstein
Dennis Howard
Gene & Pam Gruber
David Sax
Ronnie Dragoon
Cheryl Morantz
Sam Agelopoulos
Jay Parker
Larry King
Norman Rappaport
Sam Brummer
Marc & Michael Brummer
Jane Ziegelman
Mark & David Mendelson
Robb Walsh
Marilyn Hassid
Jeanne Magenheim
J. Mackye Gruber
Zane Caplansky
Steve Auerbach
Evan Bloom
Leo Beckerman
Mary McCaughey Gruber
Jack Lebewohl
Steve Cohen
Robert Aguirre
Ross Elliott
Marc & Jacqueline Canter
Ken & Danny Raskin
Adam Caslow
Richard Meseika
Alan & Jake Dell

PRODUCER/DIRECTOR

Erik Greenberg Anjou

EDITOR

Lisa Palattella

DIRECTOR OF PHOTOGRAPHY

David Sperling

MUSICAL SCORE

Lorin Sklamberg

ASSOCIATE PRODUCERS

Ralph Marash & Joseph Cagnoli, Jr.