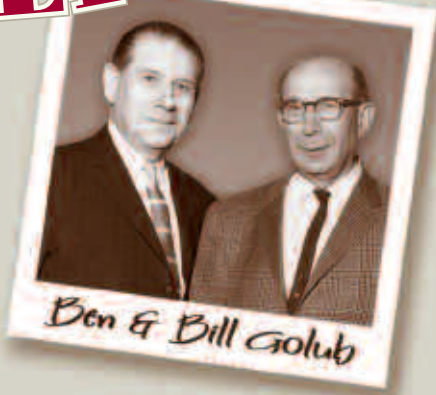


BEN & BILL'S A NEW YORK DELI



In 1932, two brothers, Ben & Bill Golub, made a bold move converting their father's wholesale grocery to a new idea... a super-market.

As pioneers in a new industry they crossed many boundaries. From Golub Wholesale to Central Markets to Price Chopper, their dream has turned into a leading super-market chain.

In memory of their entrepreneurial spirit, the 3rd and 4th generation of Golubs dedicate **Ben & Bill's New York Deli**.

Much love, care and good taste has been put into the preparation for **Ben & Bill's**. With NYC being the deli "Mecca," we learned from the best delis - Stage, Carnegie, 2nd Ave. and Katz's, and an everlasting memory of Joe's in Albany, New York. With these great eateries as our mentors, we have created a menu that will whet the whistle of any deli maven.

Starting with meats, we have found "The Best" corned beef and pastrami available. Our fresh roast beef and turkey are roasted the old fashioned way. The hot dogs and salami are as good as we have ever tasted.

We have perfected the art of fresh rye bread, both seeded and unseeded, which we bake fresh in-store as needed throughout the day. This insures absolute freshness. The crust and texture will be as good as it gets. Plastic bags and plastic wrap are banned from use.

We have tested multiple types of deli mustards, pickles, smoked fish, soups, rugalach and cheesecakes until we were absolutely satisfied.

Much to the delight of Capital Region residents, we are re-introducing many of Joe's famous triple decker sandwiches, along with his original Russian dressing. Years ago, Joe passed all his recipes to the Platt family who have been gracious enough to help us preserve Joe's great memory and tradition.

We have selected New York City's premier smoked fishmonger for smoked fish... chubs, whitefish sturgeon, sable and salmon. We will also slice lox and smoked salmon, including the bellies.

From soup to salads to sandwiches to knishes to desserts, we are putting our best foot forward in hopes that you will add **Ben & Bill's** to your list of favorite eateries.

Enjoy!

Neil Golub

Neil M. Golub
President & CEO

*The Best Deli Between
New York City and Montreal.*

Smoked Fish

Shipped in fresh from New York City's premier smokehouse.

WE HAVE PICKED THE BEST!

Nova Side ▫ <i>Hand-sliced to Order the Old Fashioned Way</i>	\$25.99 lb.
Belly Lox ▫ <i>Hand-sliced to Order the Old Fashioned Way</i>	\$25.99 lb.
Nova Flakes	\$15.99 lb.
Kippered Salmon	\$25.99 lb.
Sable	\$29.99 lb.
Sturgeon	\$39.99 lb.
Large Chubs	\$15.99 lb.
Large Whitefish	\$13.99 lb.
Chunky Whitefish Salad	\$13.99 lb.
Herring in Wine Sauce	\$8.99 lb.
Herring in Cream Sauce	\$9.99 lb.
Smoked Fish Plate ▫ <i>Includes Smoked Salmon, Kippered Salmon, Piece of Whitefish, Bagel, Cream Cheese, Leaf Lettuce, Sliced Tomato and Onion</i>	\$12.99 ea.

Specialty Meats - Take Out Sliced to Order

Pastrami	\$12.99 lb.
Corned Beef	\$12.99 lb.
In-Store Roasted Turkey Breast	\$11.99 lb.
Oven-Roasted Roast Beef	\$11.99 lb.
Traditional Beef Salami	\$7.99 lb.
Cooked Tongue	\$13.99 lb.
Old Fashioned Beef Brisket ▫ <i>Hot or Cold</i>	\$13.99 lb.
All Beef Hot Dogs	\$1.59 ea.

Cream Cheese

Plain ▫ <i>Whipped</i>	\$4.99 lb.
Veggie ▫ <i>Made Fresh In-store</i>	\$5.99 lb.
Salmon ▫ <i>Made Fresh In-store</i>	\$6.99 lb.

Tantalizing Desserts

Famous Carnegie Deli Cheesecake	\$10.99 lb.
Famous Carnegie Strudel ▫ <i>Cherry Cheese or Apple</i>	\$9.99 lb.
New York Rugalach ▫ <i>Cinnamon, Chocolate, Apricot or Raspberry</i>	\$10.99 lb.
Chocolate Babka	\$8.69 ea.
Famous Carnegie Brownies	\$3.99 ea.
Russian Coffee Cake	\$8.69 lb.
Chocolate Russian Coffee Cake	\$8.69 lb.

Beverages

Dr. Brown's ▫ <i>Cream, Root Beer, Ginger Ale, Seltzer or Cel-Ray</i>	\$1.19 ea.
Boylan's ▫ <i>Creamy Red Birch, Black Cherry, Orange, Cream, Diet Black Cherry, Diet Cream or Seltzer</i>	\$1.19 ea.
Price Chopper Quality Sodas	50¢ ea.

Plus an assortment of iced teas, juices and other drinks.

Still Hungry? Take Some Home!

If you're still hungry after eating from the other side of the menu, you can't go wrong with Carnegie Deli's Cheesecake or our *to-die-for* Rugalach.

BEN & BILL'S A NEW YORK DELI

*The Best Deli Between
New York City and Montreal.*



OPEN 7 DAYS A WEEK

115 Ballston Ave, Rte 50, Saratoga Springs, NY

Phone: 518-580-8680 • Fax: 518-580-8681

1395 New Scotland Rd, Slingerlands, NY

Phone: 518-478-0009 • Fax: 518-439-0062

595 Shelburne Rd, Burlington, VT

Phone: 802-657-3673 • Fax: 802-657-3676

**Price
Chopper®**

**Breakfast
Available
7am-11am**

www.pricechopper.com

Appetizing

Potato Knish	\$2.29 ea.
Potato Pancakes	\$2.29 ea.
Jane's Chopped Chicken Liver <i>u Made Fresh In-store</i>	\$9.99 lb.
Signature Potato Chips	\$1.79 ea.
Noodle Kugel / Potato Kugel	\$4.99 lb.
Corned Beef/Pastrami Hash	\$4.99 lb.
French Fries	\$2.49 ea.

Soup

Chicken Matzoh Ball	Large Cup \$3.99	u Qt. \$7.99
Thick & Hearty Mushroom Barley	Large Cup \$3.99	u Qt. \$7.99

Bill's New York Favorites

Choose from Seeded or Unseeded Rye, Hearty Wheat, White Bread, Kaiser Roll, Onion Roll or Bagel.

Select from our **FAMOUS RUSSIAN DRESSING**, Hellmann's Mayo or our Special Deli Mustard, served with a Crisp Pickle and Signature Potato Chips.

A. Sensational Hot Pastrami	\$8.49
B. Sensational Hot Corned Beef	\$8.49
C. Oven-Roasted Roast Beef	\$8.49
D. In-store Roasted Turkey Breast	\$8.49
E. Hot Brisket with Cole Slaw & Russian Dressing	\$8.49
F. Imported Ham and Swiss	\$7.49
G. Tongue	\$8.99
H. Salami & Swiss	\$7.99
I. Bacon, Lettuce & Tomato (<i>Huge</i>)	\$7.99
J. Chicken Salad with Lettuce & Tomato	\$7.99
K. Tuna Salad with Lettuce & Tomato	\$7.99
L. Egg Salad with Lettuce & Tomato	\$7.49
M. Bagel & Lox or Nova Platter <i>u With Cream Cheese, Lettuce, Tomato and Garnish</i>	\$8.49
N. Salad Trio <i>u Includes Tuna Salad, Chicken Salad, Egg Salad, Leaf Lettuce, Sliced Tomato and Onion</i>	\$7.49
O. Chopped Liver with Onion & Sliced Egg	\$8.49
P. Lettuce, Tomato, Onion & Cole Slaw	\$6.49
Q. Swiss and Muenster with Lettuce, Tomato & Mayo	\$7.49
R. Liverwurst with Sliced Onion	\$7.99
S. Smoked Whitefish Salad with Lettuce & Tomato	\$8.49
T. Half Sandwich & Cup of Soup	\$7.99
U. The Mr. Bill <i>u Egg Salad, Tuna Salad, Shredded Lettuce and Tomato</i>	\$7.99

FOR BIG EATERS!

The Monster Sandwich

It's a big fat sandwich piled high with Hot Corned Beef and Pastrami and served on our fresh in-store baked rye bread \$13.49

Add Ons

Cheese <i>u Choose from American, Swiss, Muenster or Provolone</i>	50¢
Bacon	\$1.00
Extra Meat (4 oz.) <i>u In case you want to create your own</i>	\$4.99

Great delis require great bread. As expert bread makers, our Bakery produces outrageously delicious seeded and unseeded rye bread, special Angus burger and hot dog rolls, bagels and a wide variety of Artisan breads.



Ben's Best Triples

Choose from Seeded or Unseeded Rye, Hearty Wheat, White Bread, Kaiser Roll, Onion Roll or Bagel.

Select from our **FAMOUS RUSSIAN DRESSING**, Hellmann's Mayo or our Special Deli Mustard, served with a Crisp Pickle and Signature Potato Chips.

- The Special** *u Imported Ham, Swiss Cheese, Roast Turkey, Lettuce, Tomato & Russian Dressing* \$8.99
- Roast Turkey, Corned Beef, Cole Slaw & Russian Dressing \$8.99
- JJJ Special** *u Roast Turkey, Roast Beef, Cole Slaw & Russian Dressing* \$8.99
- The Deluxe** *u Crisp Bacon, Sliced Hard Boiled Egg, Lettuce, Tomato & Russian Dressing* \$8.79
- Pastrami, Corned Beef, Swiss Cheese, Cole Slaw & Russian Dressing \$8.99
- Roast Turkey, Bacon, Sliced Hard Boiled Egg, Lettuce, Tomato & Russian Dressing \$8.99
- Imported Ham, Swiss Cheese, Lettuce, Tomato & Russian Dressing \$8.79
- Roast Turkey, Corned Beef, Tongue, Cole Slaw & Russian Dressing \$8.99
- Chopped Liver, Sliced Hard Boiled Egg, Onion, Lettuce, Tomato & Mayo \$8.99
- Vincentian** *u Corned Beef, Swiss Cheese, Lettuce, Tomato & Russian Dressing* \$8.99
- Fresh Roast Turkey Club, Crisp Bacon, Lettuce, Tomato & Mayo \$8.99
- Pastrami, Roast Turkey, Cole Slaw & Russian Dressing \$8.99
- Fresh Chicken Salad or Egg Salad Club, Crisp Bacon, Lettuce, Tomato & Mayo \$8.79
- Roast Turkey, Chopped Liver, Cole Slaw & Russian Dressing \$8.99
- Roast Turkey, Salami, Cole Slaw & Russian Dressing \$8.99
- Roast Beef, Roast Turkey, Sliced Onion, Lettuce, Tomato & Russian Dressing \$8.99
- Epicurean** *u Fresh Shrimp Salad, Sliced Hard Boiled Egg, Lettuce, Tomato & Russian Dressing* \$8.99
- The Chosen Special** *u Chopped Chicken Liver, Sliced Hard Boiled Egg, Onion, Lettuce, Tomato & Russian Dressing* \$8.99
- Londoner** *u Roast Beef, Fresh Horseradish, Lettuce, Tomato & Russian Dressing* \$8.99

u Our fresh roast beef and turkey are roasted the old fashioned way.
u We serve sensational corned beef and pastrami... the best of New York.
u We bake our own crusty rye bread fresh every day.
u We would like to acknowledge the Platt family for their generous assistance.

Sharing? An additional \$1 will be added to your order.

Ben and Bill's Grilled Specialties

Served with a Crisp Pickle and Signature Potato Chips.

- Grilled Reuben** \$8.99
Corned Beef, Swiss Cheese, Sauerkraut and Russian Dressing on our Special Rye Bread.
- Grilled Rachel** \$8.99
Sliced Roast Turkey, Swiss Cheese, Cole Slaw and Russian Dressing on our Special Rye Bread.
- Grilled Cheese with Fresh Tomato** \$7.49
Swiss and Muenster Cheese with Fresh Tomato.
- Grilled All Beef Jumbo Hot Dog** (*Made specially for Ben & Bill's*) ... \$6.49
All Beef State National Hot Dog on our Special Roll with Sauerkraut, Crisp Pickle, Signature Potato Chips, Cole Slaw and Baked Beans.
- Grilled Ham and Cheese** \$8.49
Imported Ham with your choice of Cheese (Swiss, Muenster or American) and Special Bread.
- Grilled Tuna Melt** \$6.99
Fresh Made Tuna Salad, Muenster Cheese on our Special Bread.
- Fresh Homemade Corned Beef/Pastrami Hash** \$7.49
With Sliced Hard Boiled Egg and Russian Dressing.
- Grilled Knish with Pastrami or Corned Beef** \$7.49
- Grilled Patty Melt** \$8.99
Certified Angus Beef Hamburger with your choice of Cheese (Swiss, Muenster or American) and Grilled Onions on our Special Rye Bread.
- 8 oz. Certified Angus Beef Burger** \$7.69
Hamburger \$7.99
Cheeseburger \$7.99
Bacon Cheeseburger \$8.49
Mushroom Swiss \$8.49
With Sliced Onion, Lettuce and Tomato on our Delicious Burger Roll or Famous Onion Roll created in our Bakery!
- Marinated Grilled Chicken Breast** \$8.49
With Lettuce, Tomato and Mayo.

Pickle Bucket

Half Sour Pickles (<i>New</i>) or Sour Pickles (<i>Well Done</i>)	35¢ ea.
Large Dill Pickles (<i>Medium Done</i>)	69¢ ea.
Pickled Tomatoes	69¢ ea.
Fresh Barrel Sauerkraut	99¢ ea. or \$3.99 lb.
Pickle Sampler <i>u Includes Pickles, Sauerkraut and Pickled Tomatoes</i>	\$4.49

Salads

Cole Slaw	75¢ ea. or \$3.69 lb.
Potato Salad	75¢ ea. or \$3.69 lb.
Macaroni Salad	75¢ ea. or \$3.69 lb.
Health Salad	75¢ ea. or \$3.69 lb.

*Having a Party or Special Occasion?
Let us Create Your Platters!*