

# That Extra Touch

Rinaldi's makes sure customers leave happy

By Jo Pullen

On any given morning, you can get in line for a famous breakfast burrito at Rinaldi's deli and you might be standing next to some equally well-known friends, like rapper Young MC, Scottsdale Mayor Jim Lane, NFL referee Ed Hochuli, or golfer Phil Mickelson's caddy.

The made-to-order, fresh breakfast burritos have gained a cult-like following and the restaurant serves up hundreds of the handheld delights daily for 13 years at the Scottsdale Promenade location. Each burrito is made with fresh, cracked eggs, generous portions of meat, cheese, and seasoned potatoes, wrapped in a fresh tortilla and grilled, with a side of homemade salsa. The mild, nine-ingredient salsa is made by co-owner



Rinaldi's co-owner John Sayegh says that even executives from a competitor regularly eat at his Airpark shop, which offers free delivery.

Bolivia Sayegh and since 2013 it has been bottled and available for purchase in the deli.

"Our team has ordered up to 15 burritos at once, they are so fresh and delicious," praises regular patron Tylor Nestor, who works nearby at the Foods2000 corporate office, also located in the Scottsdale Airpark. "We even get the McDonald's corporate team in here on a regular basis, ordering our breakfast items over a McMuffin," claims co-owner John Sayegh.

But it's not just the burritos that keep them coming back, customers—both celebs and not—flock to the restaurant daily for the fresh, classic New York deli offerings that owners, John and Bolivia Sayegh, have been serving up, with a smile, since they opened their doors in 2003.

All of the meat at the owner-operated deli is hand sliced to order, and they only use Boar's Head Premium cold cuts. One of the most popular specialties on the menu is the roast beef, which is no surprise because the meat is prepared in-house, daily. Other hot sandwich options include brisket, eggplant, chicken parmesan, meatball and sausage and pepper. Sayegh claims if he had to choose a last meal, he would go with the brisket. The owner eats two meals a day at the restaurant, alternating between hot classics like the pastrami and brisket sandwiches, and sometimes just a basic bologna sandwich. He claims the menu options are endless, "if a customer can dream up something they want, and we have the ingredients, we'll make it for them."

Born and raised in the Bronx, he has spent nearly 40 years in the restaurant industry, mainly working in delis and markets. When he and his wife moved to Arizona in 1993, they began their desert delicatessen journey on Mill Avenue in Tempe. In 2003, the property owner of their current Scottsdale location told them they had to check out the new space available. Once they visited the space, it wasn't long before they moved north to Scottsdale Promenade. "When we opened in 2003, there were less than 10 restaurants around us, now we have

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