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Title: Charley's Grilled Subs adds Asian BBQ Sandwich
Publication: Nation's Restaurant News
Circulation: 57,548
Date published: 09/28/09



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FOOD & BEVERAGE DIGEST

UFood Grill adds yogurt flavors, promotes them on Twitter

BOSTON — UFood Grill, an eight-unit health-focused fast-casual concept based here, added vanilla and chocolate flavors to its selections of soft-serve frozen yogurt at its two downtown Boston locations. The UBerry yogurt is fat-free and around 100 calories per 4-ounce serving. The yogurt is also available in original tart and raspberry tart flavors.

The chain is using its Twitter account, @UFoodGrill, to promote the new flavors. Until the end of October, it will announce a password via Twitter every Sunday morning at 10 a.m. Customers with the password will get a free yogurt.

The chain also is promoting its "UnFries," an air-baked potato side dish, with a similar promotion on Friday mornings at the downtown Boston locations.

Charley's Grilled Subs adds Asian BBQ sandwich

COLUMBUS, OHIO — Charley's Grilled Subs, a 382-unit chain specializing in Philadelphia-style cheese steaks, is launching a new menu item inspired by Korean beef.

The Spicy Asian BBQ sub is being rolled out nationwide Sept. 28 and will be introduced in international markets in the following months, a company spokeswoman said.

The sandwich is made with steak that is marinated with pears, green onions and assorted Asian spices before being grilled.

The item harkens back to company founder and chief executive Charley Shin's Korean roots, and it also jumps on the slowly growing popularity of Korean barbecue.

Although not well-known nationwide, Korean barbecue is gaining awareness in Los Angeles, partly due to the Kogi BBQ to Go chain of taco trucks, which have become something of a sensation in that city.

Also, New York-based Korean-American chef and restaurateur David Chang brings Korean influence to his food with such menu items as green apple kimchi with labneh. Chang won last year's James Beard Foundation Award for best chef in New York, and his fine-dining restaurant Momofuku Ko won this year's Beard Award for the country's best new restaurant.

Also possibly spurring greater influence of Korean food in the United States is the departure from The French Laundry in Napa Valley of its chef de cuisine, Corey Lee. Lee, who also is Korean-American, plans to open a Korean-influenced fine-dining restaurant in San Francisco.



Chefs on the Move

Anthony Acinapura will be executive chef of the new Kellari Taverna in Washington, D.C., scheduled to open in early October. He came to Washington to help open Potenza, and is currently working at the two Kellari restaurants in New York in preparation for the D.C. opening ... **Joe Bartel** is chef partner at the Fleming's Prime Steakhouse & Wine Bar in Boston. Most recently he was executive chef at Plaza III Steakhouse and McCormick & Schmick's Seafood Restaurant, also in Boston ... **Aaron Deal**, formerly executive chef of Tris-tan, in Charleston, S.C., is the new executive chef of Custom House in Chicago ... **Mark Hipkiss** will be executive chef of the soon-to-open John Howie Steak in Bellevue, Wash. Hipkiss, who worked under Howie at Palisade in Seattle in 1992, most recently was corporate executive chef of Metropolitan Grill in Seattle.



Aaron Deal

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