


Place Your Classified Ad Online! Try it!
Easy 1 Step Additions!
CLASSIFIEDS



New Deli with Old World Charm

Reported by : Ruth-Angela Fears : 8/25/06

 Top Story Image

If you like delightful Mediterranean delicacies, visit the Joaquin Deli. With the salmon salad sandwich, the roasted pork and garlic sausage, and the club sandwiches on the menu, the deli is cooking up some mouth-watering business.

Rennie and Joe Chen are the new owners of the Deli, formerly known as Flying Sausages, operating out of a beautifully renovated house by the award winning designer Peter Vartan.

Deli, short for delicatessen, comes from the German word delikatessen, stemming from the French delicatesses meaning "delicate things to eat" and "giving pleasure, delightful." "We want to maintain the food quality and keep this place unique from other sandwich shops and delis," says Joe.

Rennie quit her job at Williams-Sonoma to follow her dream of running the deli with Joe. The deli is a family business: Joe works part-time, Rennie full-time and other relatives help out as needed.

Joe's favorite sandwiches are the BLT "Magic" with three kinds of bacon and the roasted pork shoulder. Joe makes special trips to San Francisco to buy pork ensuring that the roasted pork shoulder sandwich has more authentic Eastern European ingredients.

Rennie can make a mean muffaletta, too. The muffaletta sandwich hails from New Orleans. It is a meat lover's dream with Genoa salami, Mortadella and Black Forest ham, on slices of Provolone cheese, and an olive mix spread on a sweet baguette.

Many deli customers order catering for their employee luncheons. The Chens offer unique gourmet foods with the European Cheese platter, the Mini Mici Tray (meatballs with pork, beef and lamb), and the Pulled Pork Tray. But the Chens also make the traditional platters with veggies, fruits, chicken wings or spare ribs.

Rennie is a graduate of Cal State Hayward with a degree in business management. Joe is a graduate of San Jose State with a degree in industrial technology. They have a 4-year-old son named Hayden. For fun, they watch movies, travel and go snow boarding.

Joaquin Deli, located at 275-A Joaquin Ave., is open Monday through Friday from 11 a.m. to 6 p.m. and Saturdays from 11 a.m. to 2 p.m. They also offer high-speed Wi-Fi access for deli customers.

For more information and for orders call 895-3234, also visit www.joaquindeli.com.



The Joaquin Deli inhabits a nice old house near downtown San Leandro. (Photos by Jim Knowles)

[Purchase / Browse Images](#)
[Shop with us](#)



Rennie and Joe Chen remodeled the deli on Joaquin Avenue.

[Purchase / Browse Images](#)
[Shop with us](#)