

Sophie's Cuban Cuisine Grand Opening on 40th Street

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Sophie's Cuban Cuisine announced today that the opening of their newest restaurant on 40th Street between Seventh and Eighth Avenues will be on Wednesday the 19th of March.

There will be an authentic Cuban singer to liven up the lunch-time crowds that Sophie's has been delighting since 1997. All meals are free for the grand opening.

A Sophie's Cuban Cuisine Restaurant is a very much a neighborhood kind of place, but in an urban setting. A Sophie's Restaurant is designed to feel like Little Cuba where the food tastes as if it were made at home, is plentiful, and the service is quick and friendly. The menu is kept very simple with authentic Cuban entrees, some daily specials, sandwiches (especially the Cuban Sandwich), appetizers, and side dishes. Sophie's has blended some non-Cuban, Peruvian offerings into the menu such as rice and chicken, marinated onions, and a special green chili sauce prepared according to our secret recipe. Sophie's Cuban Cuisine is founded on the principle that everyone deserves a good, fast, high-quality meal without the high prices associated with most sit-down restaurants. While the restaurant is targeted to a broad spectrum of patrons including business people and blue collar workers, you are likely to find young people, old people, white collars, blue collars, construction workers, guys and girls altogether, all enjoying a fresh, value priced quick service hot meal. Designed with a sparse décor reminiscent of the restaurants you would find in Cuba, Sophie's starts each day with completely fresh handmade dishes to delight its guests.

The restaurant features table service, take out, and local delivery (212 730 9210).

Sophie's is a family operated business. President, Sofia Luna, who co-founded the Sophie's Cuban Cuisine restaurants in Manhattan with her mother, Manuela Matos, in June 1997, is very excited about this latest restaurant, their first in the Times Sq. area.

Ines Luna has served as Vice President since February, 2005. Ms. Luna has also been involved in the system's management and operations since September, 2000. Ms. Luna studied for a year and a half at the A.I. culinary school in New York City and graduated from the Cordon Bleu Culinary Institute in Paris France in May 2005. She now works full time in the family business.

Manuela Matos, who co-founded the Sophie's Cuban Cuisine restaurants in Manhattan, serves as Secretary for the company. Ms. Matos has spent the preceding 30 years in the restaurant business, primarily in her native country of Peru.

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