



# SINK YOUR TEETH INTO A SUBMARINE SANDWICH AT JERSEY MIKE'S!

writing and photography by  
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**R**ichardson's newest family-owned deli is prompting deli devotees to add "eat healthier" to their New Year's resolutions. Full of flavor and fresh ingredients, Jersey Mike's subs are more than a lunch break or dinner date. This unique offering is a fresh, high quality, nutritious meal.

Owners Peter and Julie Chaump were introduced to Jersey Mike's at their daughter Bella's first birthday party. Suddenly there was a lot more to celebrate. "We were floored at how fresh the sandwiches were," said Julie. "They were delicious. I said, 'I cannot believe we don't have more Jersey Mike's in North Texas.'"

When Peter and Julie tapped into the deli business, there were only two Jersey Mike's in the area—one on Greenville Avenue and one in Las Colinas. Within two months, stores opened in Southlake, Plano, Flower Mound and another in Dallas on Preston Road. Their Eastside district location on the southeast corner of Hwy. 75 and Campbell Road has received nothing but positive feedback.

"I've never met somebody who ate a Jersey Mike's sub and didn't like it," said Julie. "When Pete was putting the *Coming Soon* sign outside, several people drove by and honked their horn and screamed, 'Yeah! Jersey Mike's!'"

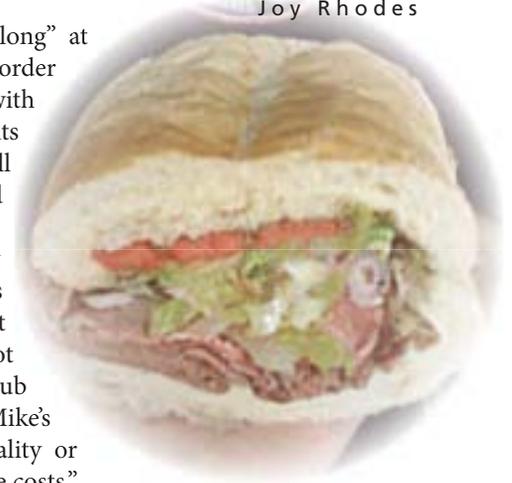
"This seemed like a great location because there weren't a lot of options for fresh, deli-style sandwiches," Peter added. "The market is here for Jersey Mike's. The price may be a bit higher but the product speaks for itself."

Jersey Mike's bread is fresh-baked each day. Its certified Angus beef top rounds are trimmed and cooked right in the store. Julie added, "What makes a sandwich really good is ordering it Mike's way. That's served with lettuce, onions, tomatoes, oil, vinegar and spices. Customers who try Mike's way agree that the flavors fuse together quite well."

Because your meal is made-to-order, right in front of you, you can cut any ingredient to go healthier. The turkey meat is 99 percent fat-free and the roast beef is a low sodium option. Of course, there's The Veggie sub, as well as Jersey Mike's fresh salads. The deli also offers Baked Lays® and pretzels. But note: the wraps, according to Peter, actually have a few more calories than the bread.

Bread offerings include wheat, white and rosemary parmesan. Sub sizes include the Mini, around 5 inches; the Regular, at 7½ inches; and the Giant, at 14½–15 inches. If you order chips and a drink, a Mini is less than \$7 and a Regular is about \$8 or \$9. A Giant sub only (without the chips and drink) is less than \$10.

You won't order a \$5 "foot-long" at Jersey Mike's. Better. You'll order a savory sandwich packed with zest. And, fresh ingredients mean more nutrition. "All the sandwiches are prepared fresh," said Peter. "The meats, the cheeses, the breads...they are all made to Jersey Mike's high standards, which result in a fresh tasting sandwich not found at any of the typical sub shops. One thing Jersey Mike's won't do is sacrifice the quality or quantity of the product to save costs."



It was this business approach along with Jersey Mike's longstanding commitment to the community that persuaded Peter and Julie to become franchisees.

Part of Julie's job is community fundraising and her first beneficiary was Richardson Regional Medical Center Foundation. She said, "Richardson is such a good community to get involved in. We want to be and will be focusing on needs that are close to our store."

When she's not focusing on community service, Julie is busy co-owning a travel agency with her father called Travel Vacations ([www.travelvacations.net](http://www.travelvacations.net)).

Peter is actively involved in the store's day-to-day operations. After working in the corporate world for more than 15 years, he decided it was time for something new and, well, fresh. His last job was acting as the purchasing and materials manager at a medical device manufacturer called Mentor.

"Breast implants," Julie clarified. "We crack jokes: He's gone from silicone breasts to turkey breasts and from boobs to buns!"

More information, including nutritional facts, is available at [JerseyMikes.com](http://JerseyMikes.com). ■

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