

Pita On Wheels!

Mideast-cuisine food truck is dream of Tel Aviv native.

He always wanted to someday get into his own restaurant business ... a dream he had while managing a restaurant and bar in Tel Aviv, Israel, where Tal Sasson was born.

But the vision of a dining concept continually clouded the young man's mind along a direction other than that of a sit-down eatery.

When Tal came to America, he discovered that part of his dream concept had already gained much popularity here ... Food trucks in the East and West had become the rage ... and were beginning to become popular in Metro Detroit, where he now resides.

But he noticed that they were not his full dream ... His truck (and, eventually, trucks) for fresh, fast and healthy food would be quite different than those already on the road.

Tal's concept was for a gourmet stuffed pita sandwich different from those at other places ... a pocket pita, not a rolled one ... plus no added sugar ... no added oil ... no trans fat ... all natural.

After trying a dozen various styles of stuffed pitas, Tal finally created his own from authentic Israeli recipes ... with the visual-

ization-come-true after sharing them for production by a local baker.

Tal's cooks prepare and cut the foods daily within a spacious and beautiful ultra-clean truck interior of gleaming aluminum ... The truck is colorful and custom-built, based on his own design and layout, in Fort Lauderdale, Fla., using top-of-the-line equipment that, he says, "is like no other food truck in the country!"

Pita Post consists currently of just one truck as he gains much satisfying exposure

while going to one location per day, solely during lunchtime... Tal's ultimate ambition is to someday also open a fast-service brick-and-mortar place for his concept.

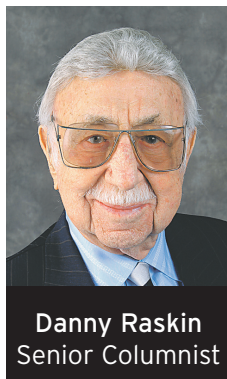
The gourmet, all natural "World Class Artisan Pita Sandwiches, stuffed in Detroit" include the Falafel Boy (falafel, humus, farmer's salad, cabbage slaw, pickles and tahini sauce, \$7.50), Not Yo' Mama, but Shawarma!! (marinated chicken, hummus, farmer's salad, cabbage slaw, pickles and Tahini Sauce, \$7.95), Motor City Cheese & Bisque (Muenster, Havarti and Chipotle Jack cheeses with pesto sauce and cup of tomato bisque, \$7.95), the Post Burger (100 percent beef, muenster cheese, grilled onions, red cabbage slaw and jalapeno ranch sauce, \$8.50), and the Post Reuben (corned beef, Muenster cheese, red cabbage slaw, jalapeno ranch and celery seed sauce, \$8.50).

Also varied snacks, sides, drinks and treats like Mediterranean baklava, etc.

Locations of the Pita Post truck are presently in

Birmingham, Troy, Southfield, Bloomfield Hills, Detroit ... It has been present at Downtown Detroit and suburb events and hopes for approval for the Eastern Market this spring ... and available for all occasions ... To find out where he is, check Tal's web-site, www.thepitapost.com

Tal's bachelor's degree in economics, which he completed after service in the Israeli army, comes in handy as a foundation with ambitious plans to eventually open other ventures that include both food



Danny Raskin
Senior Columnist

trucks and restaurants.

But his main dream come true is the smile of success every time he sees that first truck.

NAME HASN'T BEEN changed as yet of the Fox Grill on Woodward, Bloomfield Hills, recently purchased by Bill Roberts ... New menu ideas are being worked on by Bill's Corporate Chef Patrick Roettele ... Opening is expect-

ed this summer.

AMONG THE MANY things that Joe Vicari is noted for is not blowing his horn too loudly with his numerous charitable endeavors ... Another one that he can't hide is the program that introduces new menu items at all 10 Andiamo restaurants over a 10-week period.

Twenty-five percent of the proceeds of any new appetizer or menu dish is given to a charity ... Andiamo Novi, earlier this month, to Gleaners Food Bank ... Andiamo Bloomfield Township, through March 22, to Variety Detroit-the Children's Charity ... Andiamo, Livonia, April 6-12, to Fallen Heroes Monument ... Andiamo Royal Oak, May 4-10, to Gilda's Club, etc.

QUESTION & ANSWER DEPT. ... "Where can we get lake perch without skin?" ... *Eleanor Mendler*

[Off hand, I can't think of anyplace that skins the beautiful little devils. Last person that I know of who made a specialty of it was Chef Dennis Lindiger at the former Kingsley Inn in Bloomfield Hills. Others have also asked, and I sure wish I could have the answer for you as well as them. If I find out, I'll let you know. Seems like chefs today just don't want to go through the trouble of skinning perch when it is requested.]

FIRST ANNIVERSARY of Bella Piatti on Townsend, Birmingham, was quietly feted by a group of about 100 friends and relatives ... They got another taste of

the culinary expertise of Executive Chef Francesco Apollonia and his staff with delicious Venetian-style and varied Italian hors d'oeuvres and choice wines.

Owners Liz and Nino Cutraro and Operations Manager Kevin Mazziotta have successfully passed the often usual one-year jinx with loud praises given by many for their restaurant that has taken off in a big way.

WHERE THEY ARE DEPT. ... Ron Forman, former deli owner veteran, is managing the sole Detroit Bagel store in Livonia ... Owner Richard Steinick closed his West Bloomfield location.

"IT'S TAKEN LONGER than we thought to reopen," says Ron Asmar, owner of Vineyards on Northwestern, Farmington Hills ... "But after 30 years, I guess Maggie and I can wait a little longer before opening again. We don't intend to let all our hard work go down the drain.

"In the meantime," says Ron, "I'm keeping Nibbles & Nuts open upstairs for party trays and baskets. Even if the door is locked, people can call (248) 737-8088 and still be taken care of."

OLDIE BUT GOODIE DEPT. ... The fellow wanted to take his Chihuahua into a restaurant with him, so he put on dark glasses and "tapped" his way into eatery.

The manager said, "Hey! You can't bring a dog in here."

The customer indignantly claimed, "I'm blind! This is my seeing eye dog!"

The manager looked at him and said, "You're trying to tell me that this little Chihuahua is a seeing eye dog?"

"What?!!!" yelled the man, "they gave me a Chihuahua?"

CONGRATS ... To Leonard Trunsky on his 87th birthday ... To William "Willie" Stone on his 90th birthday ... To Al Winkler on his birthday ... To Joan "Joanie" Tringale on her birthday. □

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