

# DELI DELICIOUS

## Where have you seen this sign?

By Terrie Anderson  
The Northside News

Here's a clue—in the Yahara Crossing Center when you take Highway M around Lake Mendota. The subtle sign is a whisper announcing one of the Northside's best-kept secrets.

Deli Delicious lives up to its name in a big way serving lunches and dinners that are made from scratch, just like Grandma would've made them and served up with just as much warmth.

The carryout restaurant, with some indoor and outdoor seating, opened in January of 2004, fulfilling the life-long dream of owner, Darren Reinke. In his boyhood days, Reinke's favorite pastime was playing restaurant. His mother, grandmother and aunt indulged his culinary exploration. Reinke became a "cupboard cooker," able to take stock of the fridge and cupboards to assemble a great meal.

The most popular lunches at Deli Delicious are the Rueben and Turkey Club sandwiches. My personal favorite is the Tomato Grilled Cheese, which adds sliced tomatoes and fresh basil leaves to my choice of two cheeses. Design your own ideal sandwich,

choosing from five meats, six cheeses, seven dressings, seven toppings and three breads. If you aren't salivating already, wait until you try the home-made potato chips, free with every sandwich! An assortment of home-baked desserts will satisfy your sweet tooth.

Deli Delicious redefines take-out with its carryout dinners, available from 4 to 8 pm Monday through Saturday. Generous servings of meals you would make if you had the time are a refreshing change from fast food fare and include fresh vegetables. Weekly standards are Wednesday's Baked Cod, Prime Rib on Saturdays, Friday Fish Fry with Deep-fried or Baked Cod, Shrimp and Chicken Strips, and

Fried Walleye on the first Wednesday of each month. Other days feature an array of home-cooked meals, from Pork or Beef Roast to Vegetarian Lasagna. Reinke creates the menu from customer requests and his family's suggestions. They eat his dinners every night. Pick up a monthly menu to see what he's cooking on your next soccer night or long afternoon golfing. Deli Delicious has weathered two



Deli Delicious owner Darren Reinke



Northsider **Punky Egan** will launch Madison's first dessert lounge by the beginning of October. Called **Sucré** (French for "sweet"), its location will be on the Square at 20 West Mifflin St. (the former McDonald's site). This European patisserie, with seating for about 40, will be open from 7 am to midnight or later, depending on events. Patrons will be able to enjoy desserts, a full coffee bar, wines and beers, as well as order custom torts or catering service. Punky will maintain her current job as Pastry Chef Instructor at MATC.

After 15 years at the Northside TownCenter, **Box Office Video** closed for good on Memorial Day. Owner **Linda McDonnell** made her decision after experiencing several armed robberies, too many customers not returning movies and a changing movie market that includes easy distribution via the Internet.

According to city records, the **Runway Pub & Grill** at 3302 Packers Avenue has been sold. The new owner is listed as **El Corral Bar & Restaurant**.

Northgate Shopping Center's first annual **Classic Car Show** will take place on July 21, hosted by the center's retailers.

- Mary Schumacher

The Northside lost one of its icons with the recent passing of **William "Bill" Roth**. As the founder of many Northside institutions, including Northgate Shopping Center, the first shopping center in Madison, his creativity and intuition will be missed. In an interview, his wife Blanche stated that his passing will not affect the current partnership and no changes are forthcoming for the shopping mall.

- Marcus Watson

major road construction projects that reduced traffic by the restaurant to less than a trickle and signage zoning restrictions that keep his place nearly invisible. But Reinke is still in the

kitchen, still smiling and still hoping to serve you a meal that makes you smile back! I predict you'll enjoy eating it as much as he enjoyed making it.

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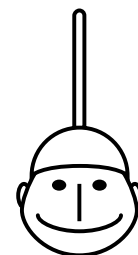
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