

Business Beat

S & L Old New York Style Deli

By Nancy DiFeo



This month's resident-owned business is the S&L Old New York Style Deli, located at 2317 South 17th Street in Wilmington, within walking distance from New Hanover Regional Hospital. The business is owned by Louis and Tami Natoli, who live on Natural Springs Way. They relocated about four years ago from Stony Point, New York. The Natoli family also includes two daughters, Noelle and Alexandria and their Yorkie, Tini. They discovered Southern living while visiting Tami's brother Kenny Ercole in Little River, South Carolina. Kenny owns the Little River Deli there and the Natolis thought it would be a good idea to bring a New York style deli to Wilmington. They partnered with Tami's other brother, Steve Ercole, and opened S & L New York Style Deli in November 2005. Steve relocated with his wife and family to Leland also.

The Natolis came to Wilmington with a great deal of experience. They were in the food service business in New York. Tami worked for her parents in Tarrytown, New York, where they owned and operated a catering business for 15 years known as Carole's Kitchen. Louis and Steve had mobile food trucks in Rockland County and in Putnam County. S & L is family owned and operated. Their customers enjoy seeing their daughter Alexandria in the deli when she doesn't have school. She adds a special touch to their business

and is liked by many of their customers.

The deli offers many products and services. Their catering menu favorites are Chicken Marsala, Eggplant Parmigiana, Meatballs, Baked Ziti and Marinated Chicken. They prepare boxed lunches for five people to one thousand people for any event, whether it's a golf outing or an office meeting. They carry Boar's Head Provisions and make homemade salads. Desserts are baked on the premises. Their bread comes from New York and is freshly baked daily. They carry sub rolls, Kaiser rolls and bagels.

Each day, a regular menu and daily specials are offered. Breakfast favorites include Cardiac Arrest, Hobos, and New York style egg sandwiches, including pork roll and egg for customers from the North. According to one of their wonderful customers, Daryl McNair, "they have the best pancakes anywhere."

Lunch favorites are the Godfather (Italian Combo), Penn Station (Reuben), Liberty, Yankee Stadium, Times Square, Central Park and Downtown (Philly Cheese Steak). Steve's Homemade Soups are always a winner, especially his Butternut Squash Bisque. Daily Quiches, chicken salad, shrimp salad, tuna salad and egg salad are always on the menu. They also offer a children's menu. They get many compliments on their quick

service and they respond by saying "we served lunch in a New York minute".

Many Waterford residents already enjoy the deli, especially some from Natural Springs Way. One group of regulars has been nicknamed by their waitress, Katie Roush, as ROMEO- Retired Old Men Eating Out. Two of their neighbors, John Hough and John Mahoney, say "breakfast, lunch, carry out, is always a treat with their unique and affordable menu. Tami said, "What a wonderful neighborhood we have. Our neighbors are wonderful."

If this article has made you hungry to try the S&L Old New York Style Deli, the hours of operation are Monday through Friday 6:30am-3:30pm for breakfast and lunch. On weekdays, breakfast is served only until 11:00am. On Saturday, they open from 8:00am -1:00pm - breakfast and lunch are served. They are closed on Sunday. Their phone number is 910-794-1764. Be sure to visit them soon!

