



The breakfast burrito is among the offerings that has built a cult-like following at Rinaldi's.

"I want to make sure they leave here happy," says Rinaldi's co-owner John Sayegh.

more than 100 in the area," Sayegh says. He and his wife rely on high-quality food and customer service, rather than marketing strategies and promotional tactics, to keep their customers coming back.

His favorite part of the business is the regular customers who come in with their families. He enjoys greeting them daily, building relationships, and passing an extra cookie or cannoli to the children. When a customer isn't satisfied with their experience or meal, the owners take immediate action and talk through the issue with the patron.

"I want to make sure they leave here happy, whether that's from me telling a funny story, or offering a little extra if they aren't satisfied," Sayegh says.

In addition to their regular menu offerings of breakfast and lunch deli items, they offer catering—hot, cold, delivery, onsite cooking, whatever the customer desires. They recently catered a party for Airpark-based Harley Davidson and spent the day barbecuing outside at the motorcycle company's event. "It's our hands-on approach, that creates the personal experience, that sets us apart from other deli choices," adding to the word-of-mouth buzz that keeps the line stacked at this local deli, serving NYC's greatest in the heart of the Scottsdale Promenade. ■

