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**Biederman's Deli and Pub Celebrates 45 Years!**

**A Year-Long Party with a Sandwich Showdown, Giveaways, and More**

**Plymouth, NH:** Biederman's has been the go-to sandwich-and-a-beer spot for students, sports fans, families, artists, athletes, locals, and visitors for four and a half decades; with a cozy atmosphere for casual dining and drinks. Inventive and mouth-watering menu items such as the Balboa and the Cellar Dweller keep folks coming back for more.

**Join the Celebration**

So many of Biedermans’ sandwiches come from local innovation and creativity. That's why we're announcing *A Sandwich Showdown — Design Our Next Signature Sammi.* To enter your masterpiece, visit www.biedermans.com for details. Winners will be announced at our 45th Birthday Bash on April 1, 2022!

**The Backstory**

The story of Biederman’s Deli and Pub is inseparable from the story of Patti and Scott Biederman. This dynamic duo has been putting their heart and soul into their work since 1976, when they took a leap of faith and purchased The Cellar Pub, located right where Biederman’s is today.

**Secrets of Success**

What has kept Biederman’s in business? “Our ties to the community,” says Patti. “Our connections to people and groups in Plymouth keep us going.”

“The ability to change with the times and stay ahead of the curve,” says Scott.  Indeed, Biederman’s has faced its share of curves, from the raising of the drinking age to a catastrophic fire: they have literally risen from the ashes again and again. Most recently, they faced COVID-19: masks, scarce supplies, and scared customers. Scott and Patti handled it all with creativity and compassion for their employees and customers.

**Crowd-Pleasers**

Since the beginning, loyal customers have always been a mix of town and gown. When Plymouth State reopens for Fall semester, Biederman’s is there for traffic-weary locals, frazzled families, and famished first-years. “When the students arrive, the game is the same; we make good food for hungry people. It’s only the faces that change, and we love being here to meet them,” says Scott.

“It’s not just university traffic, though,” says Patti. “We have Bike Week, 4th of July, people looking for a cold drink on a hot day… and before you know it, it’s fall. We stay busy through the holiday season, ski season, mud season… We have always been an oasis in the hubbub.”

**Leading by Example**

Folks who spend any amount of time at the pub know that Patti and Scott have an amazingly strong work ethic. They jump right in, doing what needs to be done in the moment to get your fresh food prepared, wrapped, and ready. They run the register, grab the broom, wipe the counter, and pour the drinks. They lead by example, and that leadership is another aspect of running Biederman’s that both Patti and Scott find especially fulfilling. “Mentoring staff has always been important to me,” Patti says.  “Creating a safe place for employees to learn and grow, helping them develop life skills, and being a second family… that means the world in this business.”

Visit Biederman’s to embrace the sandwich, celebrate the beer, and kiss the moose. Follow them on social media @biedermansnh, check out their website [www.biedermans.com](http://www.biedermans.com), or call (603) 536-3354 for more information.

**About Biederman’s:** For staff and customers alike, Biederman’s isn’t just the name on the sign; it’s an invitation to be a part of the family. Their salads and sandwiches are more than a meal; they’re a promise of quality, care, and appreciation. After 45 years, they’re still feeding the spirit of the spirited, serving hand-made, hand-held food and beers both craft and traditional.

Visual assets can be downloaded at: [www.biedermans.com/media](https://www.biedermans.com/media)

