



## Grand Opening: George's Deli Brings Unique New York-Filipino Flavours to Kingscliff

### ***Free Maple Glazed Donut for the first 100\* customers!***

**Kingscliff, NSW - March 11, 2024** - George's Deli, a revolutionary culinary destination merging the iconic flavours of classic New York delis with Filipino-inspired innovations, is thrilled to announce its grand unveiling to the public **this Saturday, March 16, 2024**.

Nestled in the bustling heart of the popular coastal town, Kingscliff and adjacent to the famous Kingscliff Beach Hotel, George's Deli (named after the owners' late mother, Georgina, whose love for culinary delights inspired this venture), is a cherished family-owned establishment specializing in a delectable array of New York-inspired sandwiches and uniquely crafted donuts.

At the helm of this culinary endeavour are Johnny Ang and his wife, Jerrika, both seasoned chefs with a combined experience of 25 years. Originally from the Philippines, they brought their expertise to Australia in 2018, infusing their heritage into every dish they create. Their journey as chefs began aboard a cruise ship, where their paths converged, igniting a shared passion for culinary innovation. Joining them in this culinary adventure is Johnny's sister, a skilled chef in her own right, completing the trio of culinary talent. Together, they form a dynamic family of chefs dedicated to bringing their unique blend of flavours to the Kingscliff community and beyond.

*"Jerrika, my wife, has been the driving force behind our vision to introduce a groundbreaking deli fusion concept to the Northern Rivers,"* reveals co-owner Johnny Ang. *"Her time in the US, immersed in the vibrant culture of New York Delis, ignited a passion for their inventive sandwiches and distinctive desserts. Drawing from our Filipino heritage, we saw an exciting opportunity to infuse our culinary roots with the essence of New York, giving birth to George's Deli. We're dedicated to channelling the warmth and authenticity of the New York deli experience, while infusing it with innovative twists."*

What truly distinguishes George's Deli is their steadfast commitment to crafting everything in-house, infusing each creation with Filipino inspiration. A standout offering is their soon-to-be-local favourite, **the Ube Donut**, crafted from the distinctive purple yam, a beloved Filipino ingredient rarely found in Australia. Complementing this is their locally sourced coffee, supplied by Ground Control in Tweed, ensuring a perfect pairing for every indulgence.

*"We're thrilled to introduce the vibrant flavour of **the Ube Donut** to our community,"* Jerrika enthuses. *"It's a delightful departure from the standard donuts, and we're confident our customers will fall in love with its unique taste."*

The selection of Kingscliff as George's Deli's home was a deliberate choice, reflecting the owners' deep affection for the area and its vibrant community spirit. In a gesture of gratitude towards local heroes, the deli will extend discounts to uniformed personnel, including police, firefighters, and medical practitioners.



To mark their grand debut, George's Deli will be gifting **complimentary donuts to the first 100 patrons** making purchases from their menu.

With a focus on locally sourced ingredients and an unwavering dedication to quality, George's Deli promises to emerge as a culinary haven for aficionados in Kingscliff.

**George's Deli will officially open at 7:30am on Saturday, March 16th. \*Free Donuts will be offered to first 100 patrons who make a purchase from the menu on the day. Get in early before they run out!**

For further updates and tantalizing insights, follow their journey on Instagram [@Georges.Kingscliff](https://www.instagram.com/Georges.Kingscliff).

For further details, interviews, tastings or to arrange a visit please contact Amanda Kuhn – [amanda@missymischief.com](mailto:amanda@missymischief.com) / 0410 570 993

For images please [CLICK HERE](#)

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#### **About George's Deli:**

George's Deli is a first-of-its-kind fusion dessert deli located beachside on Marine Parade Kingscliff, NSW. Renowned for blending the flavours of classic New York delis with Filipino-inspired twists, George's Deli (named after the owners' late mother, Georgina, whose love for culinary delights inspired this venture), offers handcrafted sandwiches and unique donut creations reflecting a commitment to innovation and quality. Their signature menu item is the Ube Donut, crafted from the beloved Filipino purple yam. Catering to diverse dietary preferences, the deli provides vegetarian options with plans to expand to gluten-free and vegan offerings soon.

With a commitment to sustainability, all ingredients are locally sourced, ensuring that every dish is not only delicious but also environmentally conscious. George's Deli's coffee is supplied by Tweed's own Ground Control; well known in the area for its quality and dedication to sustainability.

George's Deli also offers catering services for weddings, corporate events, and private dinners, providing bespoke culinary experiences tailored to each occasion. As part of its commitment to the community, George's Deli extends discounts to people in uniform, including police, firefighters, doctors, and nurses.

Patrons can visit the deli at Shop 3, 106 Marine Parade, Kingscliff during operating hours:

Monday-Thursday: 7:00am-2:00pm

Friday-Sunday: 7:00am-2:30pm

Contact George's Deli at [hello@georgesdeli.com.au](mailto:hello@georgesdeli.com.au) or 0423 226 978 for inquiries, catering services, and additional information.