



Owners Steve and Nancy Kashman

The Counter Club

Kashman's Place takes a bite of New York for great deli-style eats

By Sally J. Clasen

Photography by Mark W. Lipczynski

★ IF YOU GO

KASHMAN'S PLACE
23425 N. Scottsdale Road
(480) 585-6221
Open 5:30 a.m. to
3 p.m. daily

If you think familiarity breeds contempt, try visiting Kashman's Place located at Scottsdale and Pinnacle Peak roads. The busy establishment is alive with upbeat conversation from regulars chatting in line as they wait to place an order. Yet, at this family-owned breakfast and lunch stop, the genuine exchange between familiar faces is all part of the counter service plan.

A "Simple Bagel Place"

When Steve and Nancy Kashman, who live in Troon Village, opened the spirited New York-inspired deli five years ago, their intent was to create a place "where everyone knows your name." Traffic was light during the first few days of business, but Kashman's quickly became a popular neighborhood haunt for many customers

in search of comforting eats and familiar surroundings.

Steve, a former department store executive, and Nancy, an occupational therapist, knew little about running a restaurant but the Brooklyn natives realized two factors, consistently great service and quality food, would attract customers.

"We knew what we like and that we wanted to open a deli," Nancy says. "We decided to open a simple bagel place but it became much more than that," Steve adds.

The exhaustive menu, which grew mostly from customer requests, covers the breakfast and lunch gamut, from eggs, omelets and boiled bagels made on premise to hearty soups, salads and sandwiches. A weekend signature dish is Nancy's Potato Pancake Latkes, an award-winning recipe handed down by her mother-in-law.



Kashman's Place offers a great assortment of bagels, muffins, soups and sandwiches prepared fresh every day, making it one of the most popular breakfast and lunch spots in 85255.

Satisfied Customers

Gerard Tobin of Lost Canyon is so impressed with Kashman's treatment of deli fare he calls it his Safeway.

"My wife Kathy and I eat there five times a week for breakfast and three times a week for lunch. We have visited many delis across the country, but Kashman's is the best. Nancy's latkes are wonderful and the beef barley soup is the best ever," Tobin says. "Whatever comes out of the kitchen, it's always the same and just right."

Other discriminating customers, like Nikki Salevitz, 12, enjoy both the food and atmosphere.

"I love Kashman's. My family tries to go every weekend for breakfast. The chocolate chip muffins are awesome and everyone is really nice. Steve is just getting into riding and I ride so we talk about that," says the seventh-grader from Mountain Trail Middle School.

It's All in the H2O

Many items at Kashman's Place are made without preservatives—and with the help of a 400-gallon filtration tank that produces 65-degree water with low mineral count similar to that found in the Big Apple.

"The key is in the water, and it is used in the soda, coffee, soup and for making the bagels—in anything where water is one of the ingredients," Nancy explains.

From the beginning, the couple's strategy was to open a place where regulars could run into each other and feel good about the interaction.

"We wanted to have a restaurant that felt like home and where customers knew everyone," Nancy explains. If the expressive chatter and first name "hellos" overheard at the deli are any indication of success, mission accomplished. ☀

