

## MOVERS &amp; SHAKERS



Photo by Bob Gigliore

# SANDWICH TOPPER

**Name****TODD SILVERSTEIN****Title****VICE PRESIDENT****Company****BEN'S KOSHER  
DELICATESSEN  
RESTAURANT & CATERERS****Favorite sandwich****TURKEY OR BRISKET  
WITH MAYONNAISE ON  
SEEDED RYE BREAD**

Pastrami and corned beef have been part of Todd Silverstein's day-to-day life since 1991, when he first got behind the counter at Ben's Deli Express in Huntington Station.

He quickly moved up to management roles at various locations of Ben's Kosher Delicatessen Restaurant & Caterers, including serving as general manager of its restaurants in Greenvale and Woodbury and as director of catering for the group, which has six locations.

Ben's recently named him vice president, a title that "means so much to me," Silverstein said. "I have been working really hard to get it."

For Silverstein, the deli business is a family affair. His wife worked at Ben's for many years and his two children are current employees. His father spent his whole life in the deli business, including manag-

ing Ben's in Greenvale.

"I knew the business well from my father, and I thought it was an interesting business — my father met a lot of people," he said.

But at first, he resisted getting into it himself.

"I was working as a bartender and making good money," he said. "I was young and not ready to make a commitment."

But since joining Ben's, Silverstein hasn't looked back. With the promotion, he retains his role as director of catering.

"Catering is a very big part of our business," he said, noting regular clients range from pharmaceutical reps ordering sandwiches and other menu items for meetings in doctor's offices to large companies hosting barbecues and other parties for their employees.