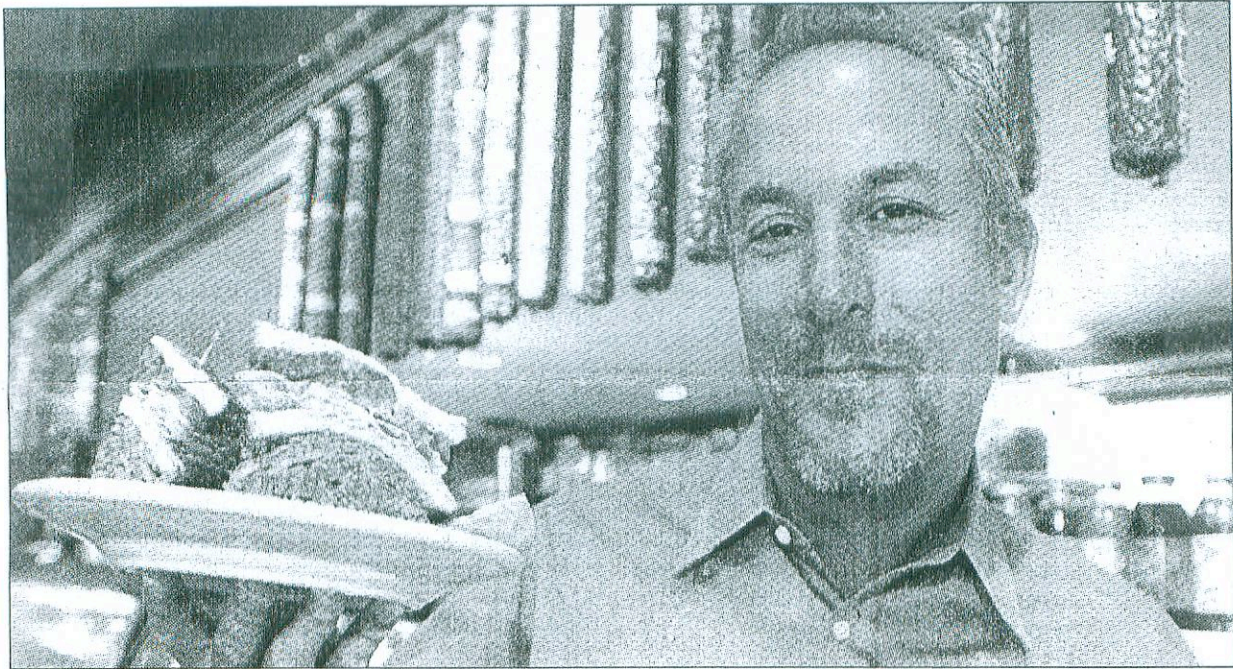


WEST BLOOMFIELD Eccentric

WINNERS OF STATE AND NATIONAL AWARDS OF EXCELLENCE



LAWRENCE MCKEE | STAFF PHOTOGRAPHER

Steve Goldberg, owner of The Stage Deli in West Bloomfield, proudly displays one of the deli's 10 triple-decker sandwiches, the Dinty Moore.

Stage Deli marks 45 years of good reviews, good food

BY SUSAN STEINMUELLER
STAFF WRITER

Steve Goldberg grew up watching his father create high quality Jewish deli food and a loyal customer following.

"He was a perfectionist," he said of his late dad, Jack, who opened The

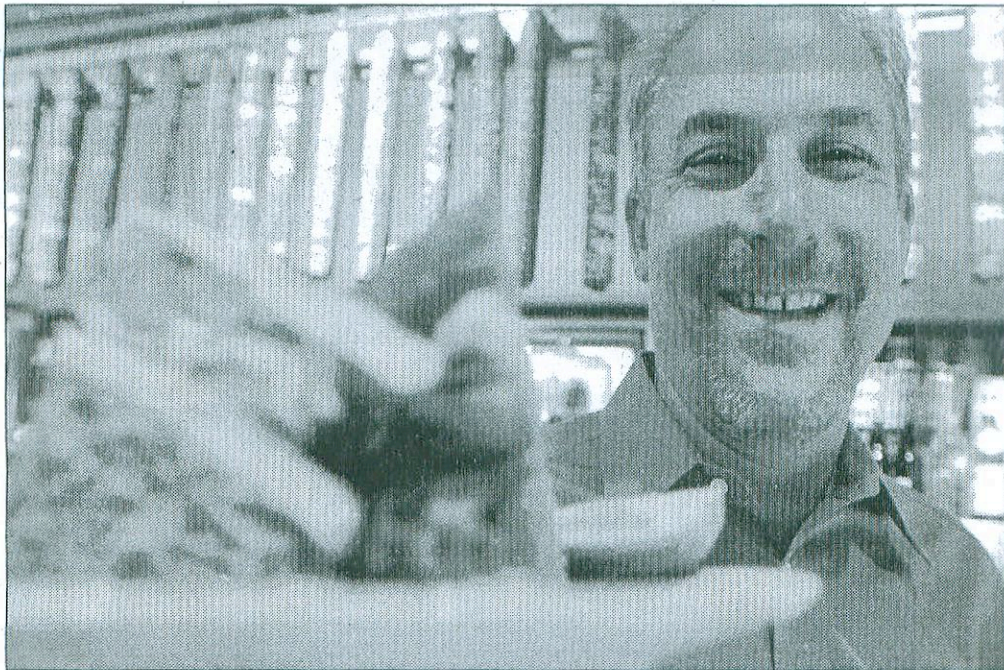
Stage Deli with his wife, Harriet, in 1962. "Along with great food he created a wonderful atmosphere."

Goldberg, 51, practiced law in California for 14 years but returned to run the restaurant. As The Stage Deli celebrates 45 years, he's proud of continuing the family tradition.

"I had a great experience prac-

ticing law," said Goldberg, of Huntington Woods. "But I also love this."

Goldberg, who has worked in different positions at the deli off and on since boyhood, added, "It's part of me."



LAWRENCE MCKEE | STAFF PHOTOGRAPHER

Second-generation Stage Deli owner Steve Goldberg and his West Bloomfield based business celebrate its 45th anniversary this year.

It's part of others too. "We have a loyal base of customers."

MEET AND GREET

The Stage Deli, which has a Broadway theme, opened in 1962 at Nine Mile and Coolidge in Oak Park.

"It was a success right out of the box," he said. "It was very much a mom and pop family operation. She was in front; he was in back."

Eventually it moved to its current location on Orchard Lake, between Maple and 14 Mile Road in West Bloomfield. The upscale deli-style restaurant has become a popular place to meet and

greet as well as eat. It seats 150 and has a bar.

THE MAIN ATTRACTION

The food, however, remains the main attraction.

"Really, what sets us apart is that everything is made from scratch in the kitchen."

The menu features both traditional and contemporary items.

"There's a traditional core that is time tested that people love."

Signature dishes include the corned beef sandwich, Mish Mash soup, cheese blintzes, the Mark Beltaire salad, the Reuben sandwich and stuffed cabbage.

More salads, fish and vegetarian sandwiches, as well as Mexican and Italian dishes are among additions as it stays current with customers' tastes.

GRATEFUL

"I create the menus and come up with new dishes," said Goldberg, who took professional chef courses at UCLA. "The basic criteria is it's got to taste good and look great."

"Delicatessen really means variety and that's what we do."

The restaurant also offers catering services.

When Somerset North opened in 1996, The Stage Deli opened a branch in its food court.

None of Goldberg's three siblings are in the business but they are patrons, as is his mom, a West Bloomfield resident who is now retired.

"My family eats here frequently. We are just really grateful to our loyal guests for making us successful."