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Rami's glatt kosher food truck ready to roll

By Susie Davidson
Special to the Journal

Ari Kendall and Matthew Pultman love the food at Rami's so much, they decided last year to literally take it on the road. The two Sharon natives soon struck a deal with Rami's co-owner Haim Cohen to license a truck under its name, and serve its food on the streets of Boston. This past Oct. 28, they launched the shiny, mobile version of the renowned glatt, falafel-and-more Coolidge Corner emporium.

By lunchtime the next day in the Back Bay, however, their dreams were extinguished when a mechanical failure ignited a devastating fire, and Boston Fire Department became Rami's Food Truck's final visitor.

But there it was again, offering up Mashgiach-endorsed fare on April 13 at City Hall Plaza.

"The truck was completely fixed by the original fabricators, has passed all inspections, and is ready to hit the road," Kendall told the Journal.

Clearly, the pair were not about to let their dreams die hard. "After years in the food service industry, I have been interested in starting my own project for a while," elaborates Kendall in a press statement. "We're so psyched to get to do that through this food truck, where we can be serving Rami's food around the city and providing diners a chance to get great quality kosher food wherever they are."

To that end, they bring it in a totally customized, eye-appealing truck designed by Prestige Food Trucks of Orlando, Florida. State-of-the-art features include two large-screen TVs that display the full menu, and a touchscreen point of sales system. This, claim Kendall and Pultman, is not to be seen anywhere else in the city. Below the window, an installed tablet speedily processes credit card transactions on all major credit cards or utilizes the "what the truck" online ordering app, on which diners can also order online prior to arrival. Pultman, who has a marketing background, envisioned these concepts with the aim of both attracting and retaining customers.

Impressive, but electronics can only take you so far when your stomach is growling. So what can hungry hoardes expect to get at the window? Rami's food of course, prepared each morning at the Brookline headquarters, all nondairy, with the addition of seasonal offerings such as soups and salads and soon, juices from Rami's new Pure Cold Press Juice & Salads cafe, due to open later this month next to the original restaurant. The interactive menu will allow consumers to create their own entrees by first selecting a base of a pita (direct from Israel), a plate or a combo plate, then a protein of falafel, shawarma, kabob, grilled chicken, or schnitzel, then hot sauce, tahini, babaganoush, amba (mango curry sauce), or hummus, and finally, veggies, such as tomatoes, cucumbers, cabbage, pickles and

lettuce.

The truck will also have appetizers including fries, Moroccan Cigars, pita and falafel, and beverages such as imported Israeli nectars, soda, water, and house drinks. A children's menu includes chicken fingers, hamburgers and hot dogs. Bulk hummus will be sold by the half or full pound, and Rami's famed Israeli baklava will be available as well.

All of it will be prepared under the supervision of a Mashgiach. "The mashgiach is present at the comisary and on the truck during setup and service," Kendall told the Journal.

With recent snow-filled memories on the brain, the Journal asked Kendall what would happen in the winters. "We will stay open in winter," answered Kendall. "Aside from extreme weather circumstances," he added.

Kendall, who like Pultman is 25, is a graduate of Le Cordon Bleu. While working as a resort chef in Israel, he completed a certificate program in hospitality at Ben Gurion University. He has worked in the kitchens of local restaurants including Coast Grill, Moksa, and most recently, Barcelona Wine Bar in Brookline. Pultman, who graduated from Hofstra Business School with a marketing degree, founded The Drop, a company that has staged large-scale national events. Kendall told the Journal that the two knew each other from Sharon, and now live in Boston.

"Creating a streamlined, attractive experience for the customer is key in ensuring they enjoy Rami's Food Truck and will therefore come back again," says Pultman in the press statement. "Putting this extra effort and care into the truck and having really great operations is worth it to set us apart from other food trucks in the city."

"Lunch hours are from 11 a.m.-2 p.m. and dinner from 4-7 p.m.," said Kendall, noting that times are approximate, and the exact schedule can be found on their website, or their Facebook and Twitter pages. The truck will not operate after 3 p.m. on Friday, on Saturdays, or on most Jewish holidays. To stay up to date on Rami's Food Truck whereabouts, follow Rami's Food Truck on Twitter at @RamisFoodTruck.

Current 2015 Schedule:

Sunday: Clarendon Street (Corner of Boylston and Clarendon by Trinity Church)

Monday: Lunch, City Hall Plaza

Tuesday: Dinner: Stuart Street (Between Dartmouth and Trinity)

Wednesday: Dinner: Milk & Kilby Streets Place

Thursday: Chinatown (Boylston and Washington Streets in front of China Trade Building)

Friday: Not booked yet

SOWA Boston: 5/10, 5/24, 6/7, 6/21, 7/5, 7/12, 8/2, 8/9, 9/6, 9/20, 10/4, 10/18

June 7: Northampton Fairgrounds

August 2: N.E. Food Truck Festival, Eastern States Exposition Fairgrounds

For more information, check out the official Rami's Food Truck website at www.ramisfoodtruckboston.com, and follow the truck on Twitter and Facebook.

For media inquiries, to speak to the owners, or for photos, contact Chris Haynes of CBH Communications at chaynes@cbhcommunications.com.

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Big dining doings are happening at the original Rami's site as well, which, following the town of Brookline's approval to boost seating from 20 to 47, is preparing to open Pure Cold Press Juice & Salad Bar. Billed as Greater Boston's first full-service

juice and salad bar, the new kosher, vegetarian and vegan-friendly restaurant will offer a full food menu of healthful, fresh and local takes on sandwich and salad bar options, along with signature Pure Cold Press Juices. The renowned, Glatt kosher Coolidge Corner falafel bar next door will remain as it is. But at the new cafe, you can enjoy a lighter, baked version of Rami's famous falafel, and healthy desserts as well.

Rami's was founded in 1991 by Israelis Rami and Mirav Cohen; their 20-year-old son Haim Cohen took over in 2004. The restaurant will celebrate its 25th birthday on May 31.

