



Contact: Mark Ludes  
Telephone: (856) 359-4445  
Cell: (856) 889-9306  
Email: [MLudes@mbbmanagement.com](mailto:MLudes@mbbmanagement.com)  
Website: <http://www.mbbmanagement.com/>

For Immediate Release  
January 29, 2019

### **MBB Management Scores a Big 7 Store Tony Luke's Deal for NYC**

Philadelphia, PA - MBB Management, the franchising consulting partner and operations manager for Tony Luke's, has just inked a deal to open seven new Tony Luke's franchise locations throughout New York City.

Philly icon and international brand Tony Luke's is best known for its award-winning South Philly Style cheesesteaks. Tony Luke's has 22 stores open across the country, and has been featured in GQ Magazine, Gourmet Magazine, The New York Times, and is a member of Philadelphia Magazine's Hall of Fame. The sandwich shop has been featured on episodes of Throwdown! with Bobby Flay, Dinner: Impossible, Man v. Food and Food Wars.

MBB Management loves the people of New York City and is excited to bring a taste of their hometown to Philly Cheesesteak fans in the Big Apple. MBB Management has been the franchise consultant to Tony Luke's for over seven years. The new franchise locations will be opening in all five boroughs of New York City as well as Long Island and Yonkers.

Assadei Restaurant Group is the franchisee for the new NYC locations. As a full service restaurant consulting company, MBB Management will provide training for Tony Luke's newest investor. The first location is expected to open in the spring.

*"We are the best company on the east coast to launch progressive hot concepts," John Moser, founder and chief executive officer of MBB Management said, "We have worked with NYC companies Tavern on the Green International and the world-renowned macarons company Sugar and Plum."*

MBB Management is the franchise consulting firm for Tony Luke's, Chaps Pit Beef, Martorano's Café, DoDo Edible Cookie Dough & Ice Cream, and Lilly Cakes. They are currently looking for master developers and investors for these expanding franchises.

###