

# DAILY NEWS

October 26, 2014



**T**he Reuben turns 100 this year, and the melty sandwich is as much of a melting pot as the city it was born in — New York.

Bringing together Irish corned beef, Jewish rye, German sauerkraut, Swiss cheese and Russian dressing, the sandwich was created in 1914 at Manhattan's now-defunct Reuben's Delicatessen, according to legend.

"There's lots of evidence that the sandwich was invented by Arnold Reuben," says Francine Segan, a food historian and cookbook author who dismisses claims that the sandwich was instead invented in Omaha. "There's an urban legend that an out-of-work actress ordered something and the owner created it for her. What's more iconic New York than an out-of-work actress stopping in to order a sandwich?"



# Griddle me this!

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What constitutes a proper Reuben is contested. Some advocate a toasted bread approach, while others insist the sandwich is best griddled. "A griddled Reuben is magical," says Jeff Mauro, the Food Network's "Sandwich King." "It's got that crunchy exterior and a gooey soft middle with the melted cheese."

The sandwich even got Mauro to eat sauerkraut as a child — not exactly a kid-friendly food. "If you would have given me a warm bowl of sauerkraut I would have been so appalled," Mauro says. "But covering it in dressing and putting it in that sandwich was A-OK."

The Reuben at Katz's Delicatessen isn't griddled, or even toasted, but it ranks as Mauro's favorite in New York. "It is hand carved, perfectly fatty and salty," says Mauro. "They do it better than anyone."

Katz's is known for their Reuben, but for many years it wasn't on the menu, says Jake Dell, a fifth generation owner at the famous deli.

"It's not really a deli sandwich," explains Dell, because mixing cheese and meat on one dish wouldn't be kosher.

But over the years, people kept requesting the sandwich, and since they had all the ingredients, they'd make it as an off-menu item. Eventually popular demand convinced them to put it on the menu (though Dell and his father give different accounts about whether that happened in the 1970s or '90s).

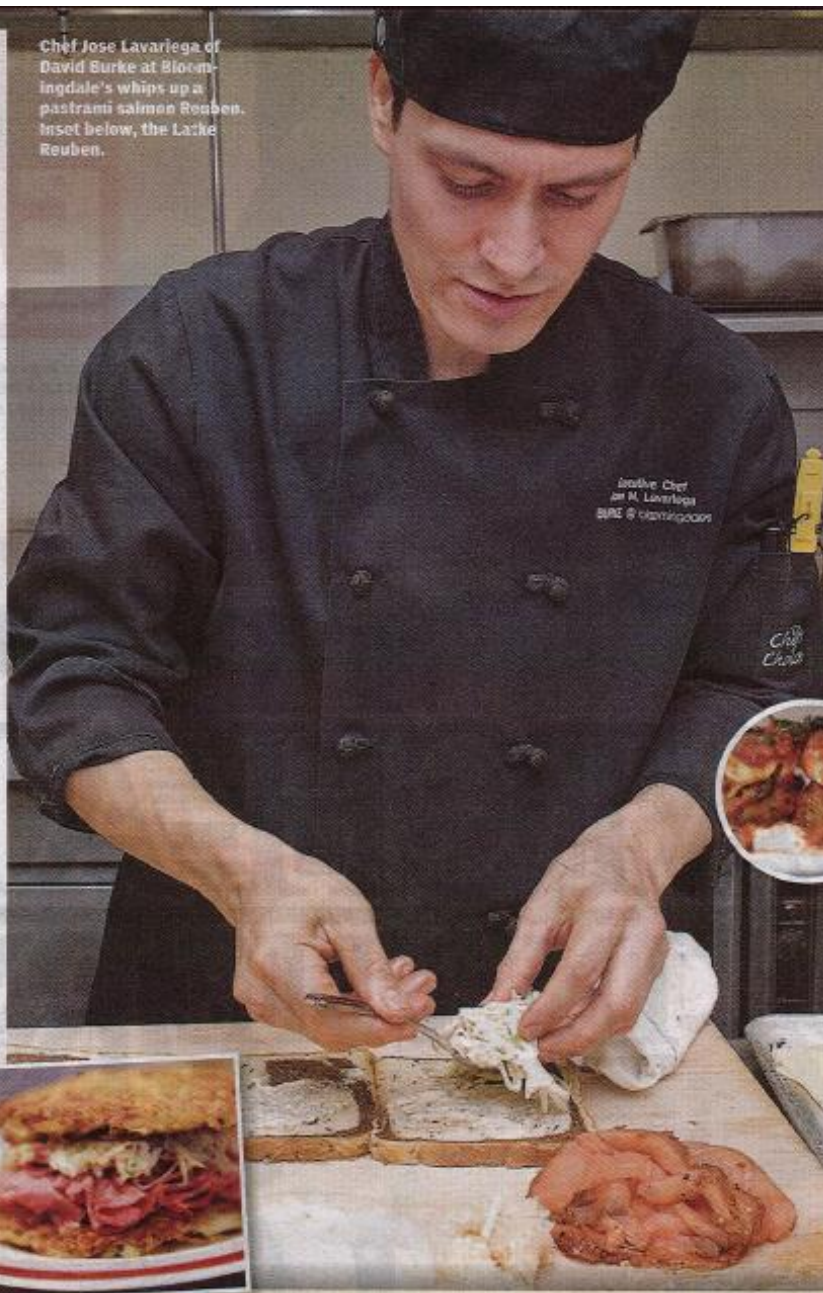
Besides corned beef, Katz's also sells pastrami and turkey versions of the Reuben, as well as Reuben mail-order kits the deli ships across the country.

While Katz's sells a classic Reuben, new takes on the sandwich can be found throughout the city. At the just-reopened David Burke at Bloomingdale's, executive chef Jose Lavariega makes a version (\$19) using Burke's trademark Pastrami Salmon.

Right now, it's made with apple coleslaw for fall, as well as sauerkraut, and is served on marble rye.

"We have a lot of female clientele, and they are attracted to it because it's light," says Lavariega. "You get a lot of the same flavor profile you would with meat, but with the twist."

Chef Jose Lavariega of David Burke at Bloomingdale's whips up a pastrami salmon Reuben. Inset below, the Latke Reuben.



## Latke Reuben

"Sandwich King" Jeff Mauro crafted this inventive take on the Reuben for an episode of the Food Network show

"I did my version on two potato pancakes as the bread, and instead of the kraut, I did a green apple slaw and sour cream," Mauro says. "It is not something you want to eat every day, but I think it was one of my greatest creations ever."

### Ingredients

**3 pounds russet potatoes, peeled**  
**1/3 cup matzo meal**  
**1/4 cup finely chopped**

**fresh chives**  
**2 tablespoons all-purpose flour**  
**2 teaspoons kosher salt**  
**1 teaspoon coarsely ground black pepper**  
**2 eggs**  
**1/2 red onion, minced (about 1/2 cup)**  
**1/2 cup extra-virgin olive oil, plus more as needed**  
**1 pound lean corned beef, thinly sliced**

### Apple and Sour Cream Slaw

**1/4 cup sour cream**  
**1/8 cup apple cider vinegar**  
**1 tablespoon yellow mustard**

**1/2 tablespoon honey**  
**1/2 tablespoon extra-virgin olive oil**  
**1/4 teaspoon ground cinnamon**  
**Kosher salt and freshly ground black pepper**  
**1/8 cup freshly squeezed lemon juice**  
**4 Granny Smith apples, coarsely grated on box grater**  
**1 shallot, grated (1/4 cup)**

### Directions

Grate the potatoes on a box grater, using a large grate, into a large bowl. Rinse the potatoes by covering with water

and then drain the water from the potatoes, squeezing out as much water as possible.

Add the matzo meal, chives, flour, salt, pepper, eggs and onions to the potatoes and mix well.

Heat the oil in a large frying pan over medium-low heat. Measure 1 cup of the potato mixture and add to the pan. Flatten the latke slightly with a spatula. Fry the latke until the edges are golden brown, 5 to 8 minutes each side.

Transfer to a wire rack to drain. Repeat until

all the potato mixture is used, adding oil as necessary.

Place 4 ounces corned beef on top of 1 latke. Top with the Apple and Sour Cream Slaw and with another latke.

### Apple and Sour Cream Slaw

Add the sour cream, vinegar, mustard, honey, oil and cinnamon to a large bowl. Mix well and sprinkle with salt and pepper. Add the lemon juice, apples and shallots and toss to combine. Let the slaw stand at room temperature, about 20 minutes. Yield: 1/2 cup.

## A CLASS ON NYC FAVES

Here's where to get some other NYC classics.

**Best traditional egg cream:** Brooklyn Pharmacy (513 Henry St.; brooklyn-pharmacyandsoda.com) serves up classic egg creams (\$2.50) with Fox's U-Bet syrups.

**Best modern egg cream:** Evelyn Drinkery (171 Ave. C; evelynnyc.com) offers rotating boozy versions of egg creams, including the London Cream (\$11. r.) with Bombay Dry Gin, honey syrup, lemon, and Earl Grey-steeped milk.

**Best traditional Eggs Benedict:** Delmonico's (56 Beaver St.; delmonicorestaurantgroup.com). This classic restaurant lays claim to inventing this brunch staple (\$16).

**Best modern Eggs Benedict:** Trattoria Il Mulino (36 E. 20th St.) recently introduced brunch, and serves a Meatball Benedict (\$17.1.), made with meatballs, tomato sauce, and ricotta. The egg yolk mixes with the meat and sauce, giving it a rich flavor and creamy texture.

**Best traditional chicken and waffles:** Sweet Chick in Williamsburg and the Lower East Side (sweetchicknyc.com) focus on this mixture of dinner and breakfast that originated in Harlem during the jazz age. Sweet Chick's version (\$16) comes with a Belgian-style waffle and maple syrup.

**Best modern chicken and waffles:** The Prime Grill (25 W. 56th St.) puts both elements into one bite, with Chicken and Waffle Nuggets (\$22), served with maple aioli.

