



Press Contact: Vickie Smith-Siculiano

Phone: 917-846-6644

E-mail: Vickie@MesobRestaurant.com

*High-res images and videos available upon request

Savory Sunday Ethiopian Brunch – Mesob Restaurant Develops new menu in Response to Facebook Fans

Fueled by Facebook Fans, Mesob Ethiopian Restaurant will launch first monthly Sunday brunch April 11, 2010.

March 15, 2010 – Mesob Restaurant, a family-owned restaurant in Northern NJ specializing in Ethiopian cuisine, will host its first Sunday brunch, April 11, 2010. The savory brunch menu will contain Ethiopian breakfast selections that are not featured on the regular menu. The event will be held from from 11am - 3pm.

This special brunch was created in response to multiple requests from fans on Mesob's new Facebook page, <http://facebook.com/mesob>, (or <http://bit.ly/Mesob-NJ>). The menu was developed to include a special Breakfast selections not found on the Ethiopian restaurant's current lunch and dinner menu.

Items will include a choice of Yetsom FitFit, which is the Ethiopian staple crepe-like "bread" made primarily of teff flour mixed with a vegetarian sauce or Yesiga FitFit, which is injera mixed with a meat sauce. Also on the special menu is Ful, a delightfully spiced dish of fava beans flavored with tomatoes, onions, garlic, and ginger and served with a side of yogurt and Telba, a drink made of hand-ground and roasted flaxseeds mixed with milk or soy milk.

"Facebook has really given our community a voice and we are excited to listen. Our diners will experience the same breakfast foods we grew up with in Ethiopia, that are not on our regular menu." said Berekti Mengistu, co-owner. Mesob Restaurant is owned by Berekti and Akberet Mengistu, sisters from Ethiopia and staffed with a friendly complement of family and friends. A sharing of the Ethiopian culture is part of the charm of this eclectic restaurant, located at 515 Bloomfield Avenue in Montclair, NJ.

David Corcoran, in his recent New York Times restaurant review says, “There is one thing you will certainly not want, and that is to leave,” David Corcoran,

Mesob Restaurant is located at 515 Bloomfield Avenue, in Montclair, NJ. For reservations, call 973-655-9000 or visit Mesob online at <http://www.mesobrestaurant.com>.

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