

In the late 1800's and early 1900's our country was on the move. And locally...

- Buffalo was the first city lit by electricity.
- Buffalo's Erie Canal District was thriving.
- Buffalo hosted the Pan-American Exposition.
- Beef on Weck was born!

People ask me...
WHAT THE HECK IS WECK?

The History of Beef on Weck

Story has it, in the late 1800's a waterfront saloon owner was looking for ways to boost his beer business. At the same time, a German immigrant baker named William Wahr was introducing Buffalonians to a kummelweck roll- a kaiser roll topped with caraway seeds.

Intending to bring about a good thirst, this creative bar owner decided to add coarse pretzel salt to the top of the roll. He then made a sandwich with thinly sliced roast beef that he dipped in au jus, and topped it off with a dollop of horseradish.

Patrons loved the taste...ordered another beer...and Beef on Weck was born!

P.S. Now you can enjoy our **Beef on Weck and a Cold Beer** at Cobblestone Bar & Grill in downtown Buffalo, New York.

Now you can make and enjoy a Beef on Weck...at home!

**ASK FOR CHARLIE THE BUTCHER'S
COOKED, SLICED ROAST BEEF
AT A DELI NEAR YOU**

- DASH'S: Williamsville, Clarence, Kenmore, Buffalo
- TOPS: Lancaster, Lockport, Lewiston, Williamsville
- BUDWEY'S MARKET: North Tonawanda
- NIAGARA PRODUCE: Millersport, Lockport
- MARKET IN THE SQUARE: West Seneca

1914...what a year!

- Babe Ruth got his start
- Charlie Chaplain made us laugh
- Mother's Day was nationally recognized
- Charlie the Butcher's family business began!

Wow, it's our
100th birthday!

THE HISTORY OF Charlie the Butcher, Inc.

- **1914 - 1936:** Grandfather, Charles E. Roesch, *Roesch rhymes with fresh*, opens his butcher shop in the Broadway Market.
- **1936 - 1987:** Charlie's father, Charles J., and his uncle, William K., develop, prosper and maintain through changing times.
- **1984:** Charlie, Charles W., opens a restaurant kiosk in the Broadway Market and embroiders his apron to read "Charlie the Butcher."
- **1987:** Charlie and Mrs. Charlie the Butcher marry and pursue catering, restaurants, franchises and a packaged deli cooked roast beef now available in grocery stores.



Enjoy a gift from us...

FREE BEEF ON WECK ON YOUR NEXT BIRTHDAY!

Simply, bring this birthday card...along with proof, to one of the locations listed below on your birthday, and celebrate with a free Beef on Weck!

Available at the following Charlie the Butcher's locations:

- CHARLIE THE BUTCHER'S KITCHEN: Wehrle at Cayuga, Williamsville
- CHARLIE THE BUTCHER'S EXPRESS: Ellicott Square Lobby, Main St., Buffalo
- NOCO EXPRESS: Genesee St. and Holtz, Cheektowaga
- NOCO EXPRESS: Main St. and Youngs, Williamsville
- NOCO EXPRESS: Main St., East Aurora
- NOCO EXPRESS: N. Buffalo Rd., Orchard Park



Offer expires 10/10/15.