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PrimoHoagies to Open First Location in New York with Free Hoagies to First 100 Customers

Father-son duo thrilled to introduce the taste of an authentic Philly favorite to the Capital Region

LATHAM, NY (January 24, 2024) – PrimoHoagies, famous for mouth-watering hoagies piled high with top-quality meats, cheeses, and a unique blend of spices, announced today the grand opening of its first New York location in Latham is set for Thursday, February 1 at 10:00 a.m. The store, located at 1210 Troy Schenectady Road, Latham, NY 12110, is owned by Latham residents Rocky Patel and his son Krish Patel. A ribbon-cutting ceremony will begin promptly at 9:45 a.m.

To celebrate New York's new favorite hoagie destination, PrimoHoagies is offering the first 100 customers* in line on February 1, a free Primo Size Hoagie. For the rest of Grand Opening day, customers who enroll in the rewards program will enjoy Primo Size Hoagies for just \$6.99.

"We are beyond excited to introduce the authentic flavors of PrimoHoagies to the vibrant community of Latham", said Nicholas Papanier Jr., owner, president, and CEO of PrimoHoagies. "As we unveil our first location in the Capital Region, we can't wait to share the unique Primo experience with our new customers. This marks just the beginning of our journey in New York, and we eagerly anticipate becoming a beloved hoagie destination."

Using recipes passed down through the generations for its iconic hoagies, PrimoHoagies layers Thumann's gourmet meats and cheeses, a secret blend of spices, and locally sourced, fresh vegetables onto award-winning, seeded rolls that are baked fresh throughout the day. The casual restaurant's diverse menu features a variety of cold and hot hoagies, cheesesteaks, wraps, vegetarian options, antipasti salads, chips, drinks, fresh-baked cookies, and more!

PrimoHoagies was recently named the #1 Best Sandwich or Sub Shop in the 2023 USA Today 10Best Readers' Choice Awards.

The arrival of PrimoHoagies has been long anticipated by residents in the Capital Region, particularly by Philadelphia transplants yearning for the unmistakable taste of an authentic Italian hoagie. Among these

eager enthusiasts is Rocky Patel, a Philly-area native from Hatfield, PA, who moved to Latham in 2004. Looking to bring some Philly culture to the area, Rocky opened up Philly Bar & Lounge. Rocky and Krish's initial exposure to PrimoHoagies came through visits to family living in the Greater Philadelphia area, where they were captivated by the brand's distinct flavors and quality.

"My father and I share a love for all things Philly and PrimoHoagies enabled us to transform this passion into our next entrepreneurial endeavor," said Krish. "We are thrilled to bring the beloved Philadelphia staple to the Latham community, marking the beginning of an exciting journey. We can't wait to share our enthusiasm and the unmistakable taste of authentic Italian hoagies with the locals!"

The Patels plan to establish 10 PrimoHoagies locations across the Capital Region, extending the influence of this cherished Philadelphia favorite and delighting hoagie enthusiasts throughout the area.

The 2,000-square-foot store is expected to hire 12 employees, with dine-in seating, plus takeout, and delivery options. PrimoHoagies also offers catering, including its popular hoagie trays. This location is open from 10:00 a.m.-8:00 p.m. daily.

*To enjoy the Grand Opening Day Specials, customers are encouraged to join PrimoHoagies complimentary Rewards Program. By texting "Primo" to (484) 270-4000 or visiting the [Rewards Program Page](#), customers can access exclusive offers and start saving on their favorite hoagies!

ABOUT PRIMOHOAGIES

Originally opened in South Philadelphia in 1992, [PrimoHoagies](#) prides itself on serving the highest quality Thumann's meats and cheeses, sliced fresh, piled high, on their award-winning seeded bread. The company's success is attributed to several factors contributing to the Primo difference including the quality and consistency that result in repeat, loyal customers and the commitment to only serving the freshest gourmet meats and cheeses through a diverse menu featuring dozens of Specialty Hoagies, unique and original to PrimoHoagies.

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Headquartered in Westville, New Jersey, PrimoHoagies now has franchise locations open across Colorado, Delaware, Florida, Louisiana, Maryland, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, and Texas.