

## **Enjoy the Story**      **A City Where Opportunity Knocks**

Start in the U.S.; blend the free 'n easy West, mix it with the conservative East, and you will find yourself in the Midwest, visiting the friendly city of Chicago. It is a visually stunning city, filled with a population that is ethnically diverse. That is what truly opens the door of opportunity here. As a child I remember seeing street peddlers riding through the neighborhoods selling vegetables or offering to sharpen knives. Can you just imagine one of them becoming so successful. Opportunity opened a door for Anthony Ferreri, who saw an Italian wedding and noticed that they were slicing a roast beef with a knife and making sandwiches. He tinkered with his deli machine and started slicing beef really thin. Then he offered a restaurant business the chance to serve 40 people sandwiches for what it then cost to serve 15 to 20 people. What a great savings! The double plus was the beef was so thin you could see through it, and everyone loved how tender it was. Was this how the great Chicago-style Italian Beef Sandwich with giardiniera was born? Maybe – Chicago is a city filled with opportunities for everyone.

**Now You Know the Rest of the Story**