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Deadline for Classified Advertising in next week's issue is Monday, June 21 at 5:00 P.M. Call 516-569-0502

AROUND THE FIVE TOWNS

Continued from Page 65

New Roc Is The New Wave

By Larry Gordon

It's cutting-edge catering just the way you want it, and now it's here in the Five Towns/New York City area. It's New Roc Glatt Caterers, a division of the first-class glatt kosher food emporium in New Rochelle, founded and run by its owner, Shloimy Flaum of Cedarhurst.

I met Shlomie over Pesach when I spent the *chag* at the Rye Town Hilton in nearby Rye Brook, New York. We wanted to pick up a few things for the kids and grandkids on *erev Pesach* and heard about this very classy supermarket and took a ride over. What a surprise and even a pleasure it was to see a friendly and familiar face greet us as we entered and help us out with what we needed. I asked Shlomie to take me around the store, and each section and display case was more impressive than the previous one.

Then, a few weeks ago, Shlomie called to say he had received a number of requests for parties and events in the Five Towns and had adequately expanded his staff to make it possible. Shlomie Flaum understands Five Towns class and the panache that is featured at Five Towns events. "I've worked in the catering business in the community for many years, and I am very familiar with what our customers are looking for at their special events," Shlomie said. Today each party, whether it's a *bar mitzvah*, *Shabbos sheva brachos*, or any other affair, features the personal involvement of Shlomie and his



carefully trained expert staff.

For more information on New Roc Glatt Caterers, visit their website at www.newrocglatt.com or call Shlomie Flaum at 914-636-2600. ❖

Dime Savings Bank

Dime Savings Bank is now officially open for business with its new branch opening in Cedarhurst, right in the middle of the shopping district at 432 Central Avenue. Dime is perfect for Cedarhurst—it's a real community bank that has been serving residents and businesses for over 140 years.

Joined by Dime corporate executives and community leaders, a *mezuzah* was affixed to the main door of its Cedarhurst branch by the well known and respected Rabbi Simcha Lefkowitz. ❖



Michael Devine, president and chief operating officer of Dime Savings Bank, and Rabbi Simcha Lefkowitz.

Continued on Page 76

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www.AzamraDJ.com
516.771.9377
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Thanks to all of our clients in the Five Towns, West Hempstead, Queens, Brooklyn, Teaneck and New Rochelle for making us number ONE!