

2025 PLANNER PROFILES

Food-Deli



Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

"A brand is a story... that is always being told."

Scott Bedbury, A Brand World



Town Planner®
YOUR COMMUNITY CALENDAR

\$3 OFF \$50
\$5 OFF \$75

A Full Service Butcher Shop,
Fresh Seafood and Italian Deli
Complete Catering Service

A&A FINE FOODS

Weekly Lunch and Dinner Specials
Gourmet Deli Specialties
Fresh Meat & Fish

**191 MAIN STREET
LINCOLN PARK
973-633-7878**

aafinefoods.com

Not valid with other offers. Expires 12/31/25

*Town Planner Advertiser
Since 1995*

We put you on display, everyday!

Food-Restaurants- Deli

2025 AD SAMPLES



TOWNPLANNER.COM

NJOD2

\$3 OFF \$50
\$5 OFF \$75

A Full Service Butcher Shop,
Fresh Seafood and Italian Deli
Complete Catering Service

Weekly Lunch and Dinner Specials
Gourmet Deli Specialties
Fresh Meat & Fish

**191 MAIN STREET
LINCOLN PARK
973-633-7878**

aafinefoods.com

Not valid with other offers. Expires 12/31/25

NJOD2

\$3 OFF
Any 2 Or More
Whole Subs
\$1 OFF

Any Whole Sub
With This Coupon

SUB PUB

**127 Main St., Chester
908-879-5334**
3 Ft. Subs • 6 Ft. Subs
Party Trays

Cannot be combined with other offers. Exp. 12/31/25

NJOD2

2 SLOPPY JOES \$16.95
Ham or Turkey or Roast Beef
From Our Premade Selection

"Tuesday Special"
Large Cheese Pizza \$8.50

\$14.95 Any WholeSub
#s 1-14

MAIN STREET
Subs - Pizza

SUBMARINES

Our 45th Year

**187 Main Street
Madison
973-966-0876**

mainstreetsubmarines.com

Not to be combined with any other offers. Expires 12/31/25

OHTP2

FREE SMALL SUB
WITH PURCHASE OF EQUAL
OR GREATER SIZE SUB!

**746 E AURORA RD • MACEDONIA
330-467-7366**

penn-station.com

Not valid with any other coupons, discounts, or offers. Expires 12/31/25

OHTP2

FREE SMALL SUB
WITH PURCHASE OF
EQUAL OR GREATER SIZE SUB!

Promo Code: TOWNBOGO

**115 North Willow St.
Kent, OH
330-678-7366**

penn-station.com

Expires 12/31/25

OHTP2

FREE SMALL SUB
WITH PURCHASE OF EQUAL
OR GREATER SIZE SUB!

**753 HOWE AVE
CUYAHOGA FALLS
330-929-7366**

penn-station.com

Not valid with any other coupons, discounts, or offers. Expires 12/31/25

OHTP2

FREE SMALL SUB
WITH PURCHASE OF EQUAL
OR GREATER SIZE SUB!

**3737 W. MARKET ST
FAIRLAWN
330-668-0123**

penn-station.com

Not valid with any other coupons, discounts, or offers. Expires 12/31/25

OHTP2

OFFER
offer details

CRAFTY STEERE
akron's artisanal food market

330-665-2253
3571 Brookwall Dr. • Akron
craftysteere.com

Must present this coupon at the time of purchase. Not valid with other offers. Valid through 12/31/25.

NJOD2

\$5.00 OFF
Any Order
\$35 or More
Not valid with any other offers.
Expires 12/31/25

PICKUP OR DELIVERY
Delivery from 10-3pm
Free Delivery Over \$20 Order
(973) 835-3700
**383 Newark Pompton Tpke
Pompton Plains**
pequannockdeli.com

WISTR

ONLINE CODE: TPTWO
FREE SUB
BUY A 7½" SUB AND A SIDE,
GET A SECOND 7½" SUB FREE!

MADISON
3715 EAST WASHINGTON AVE.
MONONA
5413 MONONA DR.
STOUGHTON
1432 85-51
SUN PRAIRIE
305 SCHNEIDER DR.

ORDER DELIVERY AT COUSINSSUBS.COM OR ON THE COUSINS SUBS APP

Offer valid at locations listed. Sides include fries, chips, Wisconsin cheese curds, Wisconsin mac & cheese, soup or drink. Max value one free sub. Sub sizes are approximate. Free sub will be lowest retail value of subs ordered. Not valid with any other coupon or discount. Also valid with the sub in a bowl. Must have an account to use code. Valid through 12/31/25.

WISTR

½ OFF HOT MEAL
with purchase of a hot meal
of equal or greater value

JL RICHARDS
Prime Meats & Catering

**668 Janesville Street
835-9188**
JLRichardsCatering.com

Not Valid with other offers. Valid March & April 2025

Food- Restaurants- Deli

2025 AD SAMPLES



OHTPC

FREE 22oz. DRINK & CHIPS
WITH THE PURCHASE
OF A REGULAR
OR GIANT SUB

Jersey Mike's SUBS

VALID ONLY AT
3362 Center Road
BRUNSWICK LOCATION

Hurry! Offer expires 12/31/25. One coupon per person, per visit, per day. Not to be combined with other offers. No cash value. Coupon redeemable in person. Offers with promo codes may also be redeemed in our app. 3327

3362 Center Rd, Brunswick, OH • (330) 460-3934

OHTPC

20% OFF
YOUR ENTIRE
ORDER

Jersey Mike's SUBS

VALID ONLY AT
1176 N. COURT ST
LOCATION

Hurry! Offer expires 12/31/25. One coupon per person, per visit, per day. Not to be combined with other offers. No cash value. Coupon redeemable in person. Offers with promo codes may also be redeemed in our app. 3327

1176 N. Court St • Medina, OH • 330-952-2292

NJSCH

\$1.00 OFF
Any Size

Expires 12/31/25
Valid at this location ONLY.

Jersey Mike's SUBS

3950 Route 9
Howell
732-901-4348

jerseymikes.com

LAPUR

FREE
Bag of Chips
w/Sub Purchase

1 Coupon per person per visit per day. Not to be combined with other offers. No cash value. Equal or lesser value. Expires 12/31/25

Jersey Mike's SUBS

3723 Nelson Rd. #300
Lake Charles

NCMCC

FREE
Regular Sub

Buy 1 regular sub get one regular sub of equal or lesser value free

Jersey Mike's SUBS

Cannot be combined with any other offers. Expires 12-31-25

30% OFF
your Catering
Order

NCMCC

FREE
Regular Sub

Buy 1 regular sub get one regular sub of equal or lesser value free

Jersey Mike's SUBS

Wesley Chapel
location ONLY
5922 Weddington Rd
704-776-4847

One coupon , per visit, not to be combined with any other offers. Expires 12-31-25

20% OFF
your Catering
Order

CALLI

Jersey Mike's SUBS

Buy a Regular Sub & (2) 22oz. Fountain Drinks, Get a 2nd REGULAR FREE!

*of equal or lesser value

VALID ONLY AT 1411 HAMMER AVENUE, NORCO, CA LOCATION

Hurry! Offer expires 10/31/25. For single use only. Not to be combined with other offers. No cash value. Coupon redeemable in person. Offers with promo codes may also be redeemed in our app. 2310

NJOD2

\$2 OFF
\$25 Purchase

10% OFF
\$70 Purchase

Polski Smak Delicatessen

1295 Rte 23 South
Butler
973-492-7625
polskismaknj.com

Not valid with any other offers. Expires 12/31/25

NJOD2

\$2 OFF
Any Purchase
Over \$25

BAGEL J&M DELI

36 West Main St.
Rockaway
973-784-3015

Not valid with any other offers. Expires 12/31/25

ILHUG

FREE
Regular Sub

Buy 1 Regular Sub, Chips & a Drink. Get 1 Regular Sub of equal or lesser value.

Jersey Mike's SUBS

GOOD ONLY AT THESE LOCATIONS:
779-704-2949
1787 N Richmond Rd
McHENRY

815-527-7392
935 Country Club Rd
WOODSTOCK

Not valid with other offers. One per customer. Expires 12/31/25.

CALLI

Jersey Mike's SUBS

Buy a Regular Sub & (2) 22oz. Fountain Drinks, Get a 2nd REGULAR FREE!

*of equal or lesser value

VALID ONLY AT 1411 HAMMER AVENUE, NORCO, CA LOCATION

Hurry! Offer expires 2/28/25. For single use only. Not to be combined with other offers. No cash value. Coupon redeemable in person. Offers with promo codes may also be redeemed in our app. 2310

Food-Restaurants-

Deli

2025 AD SAMPLES



TOWNPLANNER.COM

MAMAG

HOLLISTON SUPERETTE

FULL-SERVICE BUTCHER SHOP & DELI

Quality & Service Since 1960

777 Washington St.
Holliston • 508-429-2009
HollistonSuperette.com



NJOD2

A&A FINE FOODS

**A Full Service Butcher Shop,
Fresh Seafood and Italian Deli
Complete Catering Service**

191 Main St • Lincoln Park
973-633-7878
aafinefoods.com



NJOD2

\$5 OFF
any order
\$25 or greater

OR

\$10 OFF
any order
\$50 or greater

THE GREAT... WAZU

MORRIS HILLS
SHOPPING CENTER
Rt 46 E. • Parsippany
973-299-9813
WWW.GREATWAZU.COM

May not be combined with any other offers.
Valid thru 2025



NJSCH

FREE
*Loaf of
Italian Bread*

With Purchase of \$25 Or More

**DeMarco's
Catering & Gourmet
Deli**

1121 H Rt. 34
(Route 34 & Lloyd Road)
Matawan
(732) 566-2112
demarcoscatering.com

Limit one coupon per customer.
Not to be combined with any other offer.
Valid APR 2025 with coupon only.

LAPUR

FREE Stuffed Chicken
with a \$100 purchase
Valid Jan-Mar 2025

HEBERT'S SPECIALTY MEATS

8212 Maurice Ave
Maurice • 337-893-5062
6906 Ambassador Caffery Pkwy
Broussard • 337-706-7676
hebertsmaurice.com

\$5 OFF
Purchase of \$35
Excludes deer processing.
Expires 12-31-25

**B & O
KITCHEN
GROCERY**

3011 E. Burton • Sulphur
337-625-4637



OHCAS

50% OFF
One Sandwich Purchase

Mazzulo's

**FRESH MEATS
BOAR'S HEAD DELI
PREPARED FOODS
CATERING**

mazzulos.com
330-562-3200

2019 Chagrin Valley
Business of the Year!
Aurora Common's Plaza
Next to Marc's
Expires 12/31/25
Only one coupon per visit
Not valid w/ any other offer



OHCAS

50% OFF
One Sandwich Purchase

Mazzulo's

**FRESH MEATS
BOAR'S HEAD DELI
PREPARED FOODS
CATERING**

mazzulos.com
330-562-3200

2019 Chagrin Valley Business of the Year!
Aurora Common's Plaza
Next to Marc's
Expires 12/31/25 Only one coupon per visit
Not valid w/ any other offer



ILHUG

SUBWAY

224-372-7010
SUBWAY.COM

2130 E Grand Ave - Lindenhurst

MAMAG



HOLLISTON SUPERETTE

Quality & Service Since 1960

FULL-SERVICE BUTCHER SHOP & DELI

- SANDWICHES MADE TO ORDER
 - We use Boars Head cold cuts
 - Hand-Cut Certified Angus Beef
 - Groceries & Fresh Produce
 - Prepared Foods
- Fresh Fish Daily from Captain Marden's



777 Washington St. • Holliston • 508-429-2009
HollistonSuperette.com

SEVEN YEAR PLUS
7
YEAR
SPONSOR

NCMCC



\$5 AFTER 5

Every Friday
Buy 1 Giant
Get 2nd for \$5

THREE YEAR PLUS
3
YEAR
SPONSOR

NJOD2



**A Full Service Butcher Shop,
Fresh Seafood and Italian Deli
Complete Catering Service**

191 Main St • Lincoln Park
973-633-7878
aafinefoods.com

SEVEN YEAR PLUS
7
YEAR
SPONSOR

NJOD2



**191 MAIN STREET
LINCOLN PARK
973-633-7878
aafinefoods.com**

**A Full Service Butcher Shop,
Fresh Seafood and Italian Deli
Complete Catering Service**

SEVEN YEAR PLUS
7
YEAR
SPONSOR

NJOD2

**Call Us For Your
Super Bowl Party**



**Morris Hills Shopping Ctr.
Rt. 46 E. • Parsippany
973-299-9813
WWW.GREATWAZU.COM**

SEVEN YEAR PLUS
7
YEAR
SPONSOR

LAPLR

**FREE Stuffed Chick
with a \$100 purchase
Valid July-Sept 2025**



6906 Ambassador Caffery Pkwy
Broussard • **337-706-7676**
8212 Maurice Ave
Maurice • **337-893-5062**
hebertsmaurice.com

SEVEN YEAR PLUS
7
YEAR
SPONSOR

LAPUR

B & O KITCHEN & GROCERY



Sausage • Boudin • Tasso
Hog Head Cheese

Specialty Items:
Party Trays • Jambalaya
Beef Jerky • Deer Sausage

We Make Our Own

3011 E. Burton • Sulphur • 337-625-4637

THREE YEAR PLUS
3
YEAR
SPONSOR

LAPUR



8212 Maurice Ave
Maurice • **337-893-5062**
6906 Ambassador Caffery Pkwy
Broussard • **337-706-7676**
hebertsmaurice.com

SEVEN YEAR PLUS
7
YEAR
SPONSOR

NYTUD



Picone's Sausage

Offering Different Varieties of Fresh
Italian Pork & Poultry Sausage

180 Jefferson Ave, Mamaroneck
(914) 381-3002 **Wholesale & Retail**

THREE YEAR PLUS
3
YEAR
SPONSOR