

# Izzy Freeman, Owner of Izzy's Deli, Wins Best of Los Angeles Award- "Best Deli – Santa Monica, 2019"

*"We're honored to include Izzy Freeman of Izzy's Deli once again into our BoLAA family." ~Aurora DeRose*

SANTA MONICA, CA, UNITED STATES, January 18, 2019 /EINPresswire.com/ -- Izzy Freeman, the owner and founder of [Izzy's Deli](#) in Santa Monica, wins [Best of Los Angeles Award](#)- "Best Deli – Santa Monica, 2019", according to Aurora DeRose, award coordinator for the Best of Los Angeles Award community.

The "Best of Los Angeles Award" community was formed four years ago and consists of over 4,600 professional members living and working in Southern California. It celebrates the best people, places and things in Los Angeles with a slogan "No Ads. No B.S. Only the Best."

"The mission of the community is to celebrate the best of Los Angeles, and allow its community members to connect with other members who share the highest standards of quality and integrity," expresses DeRose. "We're honored to include Izzy Freeman of Izzy's Deli once again into our BoLAA family."



A man of many talents, Izzy opened the Deli in 1973 with Kenny Horowitz. Originally, Izzy owned two IHOPS in Los Angeles and the plan was for Kenny to run the Deli and Izzy to run the IHOPS. "I helped him open the deli on a Monday morning and I never left," Izzy explains, "The big sandwiches, the pickles, the smells and tastes, they were part of my childhood. I dreamt that one day I would own a deli, and my dream finally came true."

Izzy's was the first major deli in Santa Monica, and from the beginning, it was a wild success. Customers waited in line for overstuffed corned beef and pastrami sandwiches, matzo ball soup, roasted turkeys and the best New-York-style rye bread. In the many years since, the popularity of the Deli has only increased, being featured multiple times on Larry David's "Curb Your Enthusiasm" and winning numerous awards including "Best Designed Restaurant" to "Best All Night Restaurant," as well as winning several Best of Los Angeles awards.

In August of 2018, Izzy's celebrated its 45th Anniversary and while much has changed in Santa

Monica over the years, walking into Izzy's is like stepping into a delicious-smelling time capsule. "There are some good restaurants in Santa Monica but they come and go and so does the staff. At Izzy's, everybody knows the customers. Some people come in here every single day," Izzy said.

Over the years, Izzy's has served loyal customers nearly 5,000,000 matzo balls, 6,000,000 kosher pickles and 3,000,000 corned beef sandwiches on rye.

Celebrities from all walks of life have come into Izzy's to enjoy breakfast, lunch, dinner or dessert, with their photos donning the deli's walls on Izzy's Celebrity Wall of Fame. "45 years is an accomplishment," Izzy said. "After 45 years, my customers and employees are like family. If you're hungry, but don't know what you're hungry for, come to Izzy's Deli Santa Monica. You're sure to find something on our diverse menu to satisfy any craving."

Izzy's Deli  
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Izzy's Deli is open 24 hours a day, 7 days a week

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