

## RASCAL HOUSE

# Deli continues a family tradition

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Jason Starkman was only 4 when his father bought a deli in Studio City, Calif.

But that event would shape the young boy's future.

"I grew up in the deli," said Starkman, whose father, Isaac, began the Jerry's Famous Deli chain in 1978. "Just growing up in the deli is the best training you could get."

Starkman has come a long way since his "following the guys around," days.

He is now the director of operations of four delis in Florida, including Wolfie Cohen's Rascal House, a Sunny Isles Beach landmark.

"Rascal House was the institutional place," said Starkman, whose family owns three other restaurants in South Florida and eight in California. "It was a great investment."

Starkman's family bought Rascal House in 1998 when Isaac Starkman decided he wanted to expand his business from California to South Florida.

When the Starkmans bought the Rascal House, Jason Starkman recalled, it had already made a name for itself.

"We were impressed with Rascal House because of their



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**LANDMARK:** When the Starkman family decided to expand their delicatessen business from California to South Florida and bought the Rascal House in Sunny Isles Beach, the restaurant was already an institution.

location, food and service," he said. "That is what makes the name."

Jason Starkman said he is lucky, because he was able to

go into the business right after he graduated from high school in Los Angeles.

These days, Jason Starkman can be found visiting his four

restaurants every day.

Besides the Sunny Isles Beach Rascal House, Starkman runs Epicure Market in Miami Beach, Jerry's Famous Deli in

South Beach and a Rascal House in Boca Raton.

"I do a lot of driving," he said. "But it gives me time to listen to my show tunes."