



**Noam Saati**  
Owner - Saati Deli and Catering



**Success Magazine: Noam, what does success mean to you?**

Noam Saati: Success, to me, means that people associate my name with quality. It is knowing that my customers have the confidence in my food and service to recommend it to their friends and family. Success is consistent improvement and growth—setting goals and targets and accomplishing them.

**SM: When did you become interested in the food service industry?**

NS: I was raised in this industry. Growing up, my father owned a restaurant and both my uncle's had restaurants and catering companies.

**SM: What experience did you have in this area before opening Saati Deli and Catering?**

NS: I worked in my father's restaurant and for both of my uncle's since I was fourteen years old. These hands-on experiences have proven to be quite valuable.

**SM: How long have you been opened?**

NS: We opened on March 18th, after two months of extreme renovation and preparation.

**SM: What makes your deli unique?**

NS: Our atmosphere, clean and modern look, menu variety, and overall high-quality of food and service that we provide set us apart in the industry.

**SM: What type of a menu do you offer?**

NS: Our menu has many classic favorites along with hot grilled sandwiches, specialty Mediterranean dishes, specialty salads, and an extensive breakfast menu.

**SM: Did you start the business doing catering in addition to the deli, or did you add this service after?**

NS: Actually, the catering aspect of the business was pre-existing. Saati Catering, formerly Uri's Catering, was started prior to opening the deli.

**SM: What type of events do you cater? How does the catering menu differ from the regular deli menu?**

NS: We cater all types of parties and all sizes. Our catering menu is much more extensive and can also be customized to fit any requests or themes.

**SM: What leadership quality has helped most in your success?**

NS: Never being afraid of hard work. A business takes a great deal of work to build, and it doesn't end there—the hard part is maintaining the highest quality in all aspects, at all times.

**SM: How do you ensure that you consistently put out a quality product?**

NS: By having many systems in place and surrounding myself with good people—people who care about my business, know what I want, and are willing to work hard.

**Saati Deli and Catering, LLC**  
586 New Loudon Road  
Latham, NY 12110

Ph: 518-788-1437  
Saatedeliandcatering.com