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**The Gersky Gazette**

*Meet the Mother of all Gersky Gazettes!*

May 2009

On the second Sunday of May, the United States joins over 60 other countries around the world in the celebration of mom! We invest in millions of greeting cards, pink carnations, and meals that mom doesn't have to cook.



This May, Gersky's is getting in on the Mother's Day spirit. We're holding a contest - a storytelling contest. Tell us your greatest tales about Mother's Day. Was there some fabulous gift your daughter surprised you with? Perhaps you planned an extraordinary event for your mom? Tell us. Move us. Shock us. Make us laugh. The teller of the most outstanding story will win a Take-Home Dinner for four from Gersky's.

Submit your stories to [contest@gerskys.com](mailto:contest@gerskys.com) by May 10 - yep, Mother's Day - and check for your name in next month's Gazette, when we'll announce the winner.

Happy reading and eating! - The Gersky's Staff

**Holiday Profile**

***Mother's Day***

Did you know that the idea of a "Mother's Day" is over 150 years old? Starting in 1858 a homemaker by the name of Ann Jarvis worked throughout the Civil War, on both sides, to try and improve sanitary conditions on what she called "Mother's Work Days." When Ann died in 1905, her daughter Anna took up the call for a memorial day for women by handing out carnations at her mother's old church in West Virginia. A few years later, on Sunday May 10, 1908, the first Mother's Day service was held, and that custom would spread throughout the US.



In 1912, Mother's Day first gained recognition as a holiday in some states, beginning in West Virginia, and in 1914, President Woodrow Wilson made a proclamation declaring the first national Mother's Day.

While the massive commercial success of Mother's Day goes without saying, here are some staggering figures to think about:

According to a recent study, Americans will spend approximately \$2.6 billion on flowers, over \$1.5 billion on gifts, and \$68 million on greeting cards - all for the second Sunday in May.

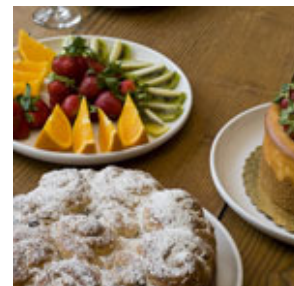
And, according to the National Restaurant Association, Mother's Day is now the most popular restaurant day of the year.

So, whether you're going out, eating-in, buying flowers and candy, or something else altogether - don't forget to wish all the moms in your life a Happy Mother's Day.

### All About...

#### Brunch

According to food historians, brunch is an end of the 19th century invention originating in Britain. It is generally believed to follow the principle that the wealthy and noble classes have enjoyed well-stocked, leisurely-enjoyed meals, since the beginning of civilization. And I'm sure moms would agree that this is where the tradition of the Mother's Day brunch comes from - What better way of showing mom how important she is than to throw her a celebratory brunch?



Brunch first made its way to our shores in the 1930s and has continued to dominate restaurant Sundays across the country ever since.

Whether you prefer the high-class proper meal, or perhaps a more laid-back approach to brunch, be sure to check out our [Brunch Recipe Guide](#) for some great recipe ideas.

### "How To..."

#### Set The Table (The Right Way)

Eager to make a good impression the next time you entertain? Say, brunch for Mother's Day? Watch this video to see how to *properly* set your table.

*Click below to see the whole video*



### Recipe of the Month

#### Basic Brunch Done Better

We've put together a special [Brunch Recipe Guide](#) to help you make an ordinary meal an extraordinary occasion. Here's a sample of what's in store:

#### Banana-Stuffed French Toast

#### Ingredients:



1 ripe banana  
3/4 cup half-and-half  
2 large eggs  
1 teaspoon vanilla  
1/4 teaspoon cinnamon  
1/4 teaspoon nutmeg  
4 1-inch thick slices of day-old challah or brioche  
2 tablespoons unsalted butter  
confectioners' sugar  
maple syrup

**To Make:**

Cut banana into 1/4-inch thick slices and set aside. Whisk together half-and-half, eggs, vanilla, cinnamon, and nutmeg. Create a pocket with the bread by slicing horizontally halfway through each piece (similar to slicing a bagel). Stuff each pocket with 4 to 6 slices of banana, making sure not to overstuff. In a baking dish, arrange stuffed bread as a single layer. Pour egg mix over the bread and allow slices to soak up all of the liquid, flipping once (about 15 minutes). In a non-stick skillet, melt butter over low heat and cook slices until golden brown - about 5 minutes on each side. Dust with confectioners' sugar and serve with maple syrup. Makes 4 servings.

[Click here to see the entire Brunch Recipe Guide](#)

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