

# CITY OF FRESNO

*Office of Council President Esmeralda Soria*

## *“Deli Delicious Day”*

**WHEREAS**, *Deli Delicious Franchising, Inc. originated from a humble beginning as a small family-owned restaurant on Blackstone Ave in Fresno, California by a minority immigrant family in the 1990’s and has since put Fresno on the regional, national, and international stage in the Franchise world with currently more than 100 Deli Delicious restaurants in the state of California; and*

**WHEREAS**, *Deli Delicious Franchising, Inc. has received and continues to receive state and local recognition from organizations for its excellent product, including Best Sandwich Award in 2013, 2015, and 2017 from the California Restaurant Association, Rising Star Entrepreneur of the Year Award in 2015 from the Greater Fresno Area Chamber of Commerce, and the People’s Choice Award of Best Sandwich in the Valley from 2009-2017 consecutively from the Fresno Bee; and*

**WHEREAS**, *Deli Delicious Franchising Inc. has plans to continue its brand and product expansion with current expansion happening into Utah and Washington and plans for future expansion into Nevada, Oregon, and Arizona.*

**NOW, THEREFORE BE IT RESOLVED**, *that the City of Fresno congratulates Deli Delicious Franchising, Inc. for their most recent accomplishment of receiving the Ronald E. Harrison Award from the International Franchise Association (IFA) this year, recognizing the contributions made to franchising and small business and for providing opportunities to minorities and underserved groups whom desire to start their own business and hereby proclaim May 10<sup>th</sup>, 2018 as:*

## *“Deli Delicious Day”*

*in the City of Fresno*

*IN WITNESS WHEREOF, we have hereunto set our hands and affixed the seal of the City of Fresno, California, this 10<sup>th</sup> day of May 2018.*

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LEE BRAND, Honorable Mayor

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ESMERALDA SORIA, Council President

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STEVE BRANDAU, Council Vice President District 2

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OLIVER BAINES III, Councilmember District 3

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PAUL CAPRIOGLIO, Councilmember District 4

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LUIS CHAVEZ, Councilmember District 5

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GARRY BREDEFELD, Councilmember District 6

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CLINT OLIVIER, Councilmember District 7