

JADELI

Local restaurant offers great selection and price for college crowd

“We want to give students something similar to what they’d eat at home. Quality meat... and of course good music!” chuckles Jonathon Osborne, referencing the 70’s rock song playing in the background. Jonathon, along with his wife Angie, are the owners of Richmond’s very own Jadel restaurant, a sandwich shop that’s putting the “deli” back in delicious.

If you haven’t heard of or had the chance to eat at this restaurant yet, that is understandable as it is still fairly new. Occupying the building that had been a Quizno’s three years prior, Jonathon and Angie opened their restaurant on July 10th, 2009, taking the “J” and “A” from their first names to create its name. Angie, a former ECU colonel, had been living in Richmond for roughly 10 years and had seen it through all of its ups and downs. She and her husband had been commuting to work in Lexington everyday when they decided that since Richmond had sort of been rebuilding itself over the past few years, it was time that the city had something different. “Richmond needed its own selection,” Jonathon explained. This idea slowly grew and took shape and soon after Jadel was born.

When asked what separates Jadel from the rest of the crowd, Jonathon noted that it is one of the few restaurants in the area that is both locally-owned and family-operated. There are only three employees currently at work there: the owners and a young man named Andrew who is “practically family now” according to the Osbornes. The restaurant always strives to buy the freshest in-state produce available and only uses top of the line cheeses, condiments and meats from the Boar’s Head brand.

Jadel also caters specifically to the college student. They offer delivery services from 10:30 to around 3 PM on all days they are open and provide catering services as well. They have supported many on campus events and organizations, from fraternities to football. Many coupons for the shop are available in discount books found around campus and the food is all very reasonably priced, which may be the most important aspect to the average college student.

All of this would mean little to nothing, however, if the food was no good. Fortunately, that is not the case as wide-spread opinion seems to be entirely positive. While enjoying a Chicken Bacon Ranch sandwich, junior Drew Bach, a regular at the restaurant whose picture is featured on a wall collage of different customers, exclaimed, “I like the selection most of all. There are all kinds of different things to choose from.” Jadel newcomer Lisa Madden, a sophomore at Eastern, succinctly answered “It’s excellent!” when asked about her Mt. Veg sandwich. Sophomore Melanie Stapleton was particularly pleased. “I already like them. They give you a pickle on the side!” On a more serious note, she explained, “I have eaten many, many sandwiches in my life, and this is without a doubt the best I’ve ever had.” She too was enjoying a Chicken Bacon Ranch sandwich. Other popular choices include the Pepperhouse Club and, my personal choice, the All American BBQ. Jonathon himself recommends that people “come in and create

something out of the ordinary” with the Create-Your-Own option on the menu. “I always enjoy it when someone creates a sandwich that’s a bit unusual, but ends up tasting amazing.”

So while it may not have the well-established name or power of some of its franchised competitors, Richmond’s Jadeli offers a delectable experience that tastes at once right at home and out of this world. For more information, Jadeli can be reached at 859-623-9217 or visited at 330 Eastern Ave.