

Tony Luke's brings irresistible cheesesteaks to Rowan University and greater Glassboro

Philly-based franchise concept joins efforts to revitalize Rowan Boulevard and downtown core

GLASSBORO, NEW JERSEY, UNITED STATES, June 7, 2016 /EINPresswire.com/ -- Students at Rowan University now have a new option for lunch, dinner and all the frenzied, stress-fueled snacks in

between. Tony Luke's Cheesesteaks, "The Real Taste of South Philly," opened its new Glassboro location on May 25 to hungry crowds and friendly faces.



"We had a lot of the community, family and friends come out, so we're off and running," said Tony Luke's Rowan University franchisee Craig Lerch. "Over the past couple days, we've had great community support, especially with the teachers."

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*Tony "Luke" Lucidonio Jr.,
CEO of Tony Luke's
Worldwide*

"We've eyed this location for a long time and we're excited to bring our cheesesteaks, chicken cutlets and more to the area," said Tony "Luke" Lucidonio Jr., CEO of Tony Luke's Worldwide. "Our sandwiches are perfect for an area like this, being so close to Rowan University."

Lucidonio is familiar with the area, having raised his children in Glassboro.

"It's a fantastic community, and we think people will respond very well," Lucidonio said.

Tony Luke's Cheesesteaks—an internationally-recognized brand that brings guests "The Real Taste of South Philly"—recently announced plans to expand beyond the Mid-Atlantic through an aggressive franchise expansion strategy. This strategy targets restaurant industry experts and entrepreneurs looking to own and operate a time-tested restaurant concept.

Franchise growth plans call for an additional 10 units sold over the next year - adding to the 20+ current locations throughout greater Philadelphia, New Jersey, Pennsylvania, Delaware and Maryland. The brand is looking to grow in southern markets along the I-95 corridor, into areas such as Richmond, Virginia; Charlotte, North Carolina; Charleston, South Carolina; and Miami, Florida, among other key regions.

For more information on the Tony Luke's franchise, visit tonylukes.com/franchise, email info@tonylukes.com or call MBB Management at (609) 744-0132.

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