



PRESS RELEASE
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FOR IMMEDIATE RELEASE

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New Mediterranean Restaurant, Sassool, Spins Off From Neomonde

Raleigh, NC – Mediterranean food aficionados now have a new North Raleigh dining option coming from a member of a longtime local restaurant family. *Sassool* is a new restaurant concept conceived by Mounir Saleh, one of the four Saleh brothers who started the award-winning Neomonde Restaurants and Artisan Bakery that has served the Triangle since 1977.

Sassool opens its doors as the Triangle's taste for Mediterranean cuisine continues to grow. That growth inspired Mounir Saleh to open a new restaurant, one inspired by the culinary creativity of his mother. *Sassool* takes its name from a nickname given to the Saleh brother's mother, Cecilia, by her father when she was a child in Lebanon. *Sassool* will now bring its own flavors and twists on traditional Mediterranean cuisine.

"We are so very proud of our brother Mounir, and are excited for him and his entire family, as they embark on this new restaurant concept," Joe Saleh, Neomonde's VP of Bakery Operations said "It's a wonderful feeling to see his family, especially his two daughters, take on new leadership roles within the family business."

Sassool operates in the former Neomonde location at the corner of Strickland and Six Forks Road in Raleigh. The entire Neomonde family, especially the Saleh brothers Sam, Joe and DeGaulle, support Mounir on his new culinary venture with *Sassool*.

"Mounir's spirit, genuine customer relationships and family teamwork he's created, will make *Sassool* a unique and inviting place. Congratulations Mounir," said Sam Saleh, CEO of Neomonde Restaurants.

Sassool will operate as a fast-casual restaurant in North Raleigh, a concept supported by DeGaulle Saleh, the VP of Sales for Neomonde Artisan Bakery. "As the youngest of the Saleh Brothers, it has been a truly inspirational experience learning from my brothers and family," DeGaulle Saleh said. "The Triangle has embraced the Saleh family, and Neomonde, and we're thrilled to see the excitement within the community for Mounir's new restaurant."

Sassool plans to host a grand opening party later this summer. Neomonde's award-winning authentic Lebanese and Mediterranean cuisine will continue to be available at its two Triangle locations: Beryl Road in Raleigh and Chapel Hill Road in Morrisville.



About Neomonde:

Neomonde is an award-winning Lebanese and Mediterranean restaurant and artisan bakery that has served authentic cuisine in the Triangle since 1977. The Saleh brothers originally started Neomonde as an artisan bakery, and quickly expanded into the restaurant business by featuring unique family recipes passed from generation to generation. There are two convenient Triangle locations, the original location on Beryl Road in Raleigh, and a location at Morrisville Station on Chapel Hill Road in Morrisville, NC. The wholesale artisan bakery is also located in Morrisville, and provides quality goods to restaurants, hospitals and educational institutions across the United States. Neomonde proudly provides catering services for businesses, weddings, and private events throughout the Greater Triangle area. In addition, Neomonde provides products to notable restaurants and retailers such as The Irregardless Café, Harmony Farms, The Angus Barn, Ruth Chris, Whole foods and several other popular restaurants across North Carolina.

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