



Vince's Cheesesteaks of Allentown, a Lehigh Valley Tradition Since 1957, to Open Restaurant in Downtown Allentown

Family owners to return to their roots with downtown shop, wanting to contribute to redevelopment of Center City

FOR IMMEDIATE RELEASE

Allentown, PA, February 17, 2016 – Vince's Cheesesteaks of Allentown, a 59-year-old award-winning restaurant brand, announced today that it will open a restaurant at 806 W. Hamilton St. in Allentown this spring. Owners Vince Cocca, Jr. and Chris Cocca, the son and grandson of founder Vince Cocca, Sr., will bring their signature cheesesteaks back to downtown Allentown. The restaurant was launched in 1957 in the basement of the family's home at Seventh and Union streets, where it had a thriving business delivering to more than 70 neighboring factories.

Vince's Cheesesteaks on Hamilton Street will offer several varieties of cheesesteaks, including classic, buffalo chicken and sliders, along with hamburgers, hot wings, pierogies and fries. A Pennsylvania Department of Agriculture "PA Preferred" businesses, Vince's Cheesesteaks uses locally sourced produce. The Coccas plan to hire around 12 employees.

Over the decades, Vince's Cheesesteaks has had a drive-in restaurant on Walbert Ave. in South Whitehall, a double drive-through stand at 15th and Allen in Allentown and, most recently, a restaurant on Mill Creek Rd. in Trexlertown, which closed in 2014 after six years as the family sought to return to downtown Allentown. The Coccas have also operated an extremely popular Vince's Cheesesteaks mobile concession business for 40 years, which they will continue to run at fairs, festivals and catered events throughout the state. They've recently moved into the food truck space as well, combining traditional techniques with emerging tastes and market demands.

"Over the years, we've had different models and followed the trends, and right now we see that the Lehigh Valley's cities are on the rise, especially Allentown," Chris Cocca said. "We've always wanted Allentown to be successful, and we want to play a role in that – our roots are here. We're committed to helping the neighborhood prosper, too. That means not only offering family favorites at an affordable price point, but also hiring people from the neighborhood and teaching them about our business. We're committed to Allentown's success across the board."

Vince Cocca, Jr. added, "Two years ago I said there needs to be a Lehigh Valley cheesesteak in downtown Allentown. There's also a demand for creative approaches like our spinach-garlic-onion chicken cheesesteak and use of local produce. Now with empty-nesters moving downtown, I think we'll see longtime customers walking to our store along with our new customers. We're excited to bring a Lehigh Valley tradition back to Allentown."

Called “a Lehigh Valley treasure” by Lehigh Valley magazine, Vince’s won the magazine’s Best of the Valley award for Best Cheesesteaks in 2011 as well as The Morning Call’s Readers’ Choice Award for Best Cheesesteaks in 2013. Its Hogwings won the Peoples’ Choice Best New Fair Food at the 2015 Great Allentown Fair, where Vince’s has also been named an Outstanding Concession. Vince’s was also recognized as Best in the Area 2010 in Bloomsburg and won Best Bacon Dish at the 2015 Lehigh Valley Ironpigs Bacon & Brews Bash.

Learn more at www.thecheesesteakplacepa.com.

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