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RUMSON LANDMARK RESTAURANT SOLD

FOR IMMEDIATE RELEASE

RUMSON: For nearly 50 years, What's Your Beef has been a heralded steak house in Monmouth County, New Jersey, popular with locals and families who are looking for a good cut of beef without having to travel very far. Since its inception in 1969, the restaurant has known only two owners. And now, according to *Richard Santore of Bielat Santore & Company, Allenhurst, New Jersey*, it has its third. *Santore* who brokered the sale, reports that What's Your Beef has been sold to a group headed up by Marilyn Schlossbach, owner of Langosta Lounge in Asbury Park, New Jersey, along with several other sister restaurants in Monmouth County.

What's Your Beef instituted a unique dining concept in 1969 that is still very fashionable today. Patrons line up at a refrigerated case and choose their cut of beef (i.e., filet, sirloin, rib eye). A professional chef stationed at a grill next to the case, cuts the meat exactly to the customer's order (8 ounces, 12 ounces, etc.). The chef then grills the meat precisely to the desired temperature, as the next patron steps up and orders. Other offerings such as pork, veal and fish are also displayed inside the refrigerated case and are available to order. "The concept has withstood the test of time. It still draws a big family audience because the parents are treated to a great steak dinner and the kids enjoy watching the show," continues *Santore*.

The new proprietor, Marilyn Schollossbach, a self-taught chef that has been wowing customers since 1982 with her unique culturally-mixed dishes inspired by her love of traveling, intends to maintain the What's Your Beef concept, although enhancing it by infusing her "farm to table" philosophy and bill of fare. The cooking enthusiast also believes that being personable and interacting with customers is one of the best ways to attract a crowd. "Being heavily involved in the community is important to every business I own. Who I am as a person and what I undertake within the community is a part of what keeps customers coming back," states Schlossbach.

The restaurant will remain open seven days a week while undergoing minor renovations. Following renovations the new owners plan on expanding the traditional 5:00 pm to 10:00 pm restaurant hours, by adding a lunch menu and a late night bar menu. Rumson will hold on to its legendary restaurant; however it promises to be better than ever as it presses onward to its 50th year in business.