



The Official Sandwich of Basking Ridge - What Now?



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### BASKING RIDGE UPDATE:

April 1, 2025 - Since the village of Basking Ridge lost the famed creator of the Official sandwich of Basking Ridge, "**the town special**," the title is up for grabs. Come back soon for the opportunity to meet the new challengers and your chance to vote. Right now, we need to gather the contenders. Email us your favorite Basking Ridge place and sandwich - [Contact Us](#).

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### Original Post: 2022

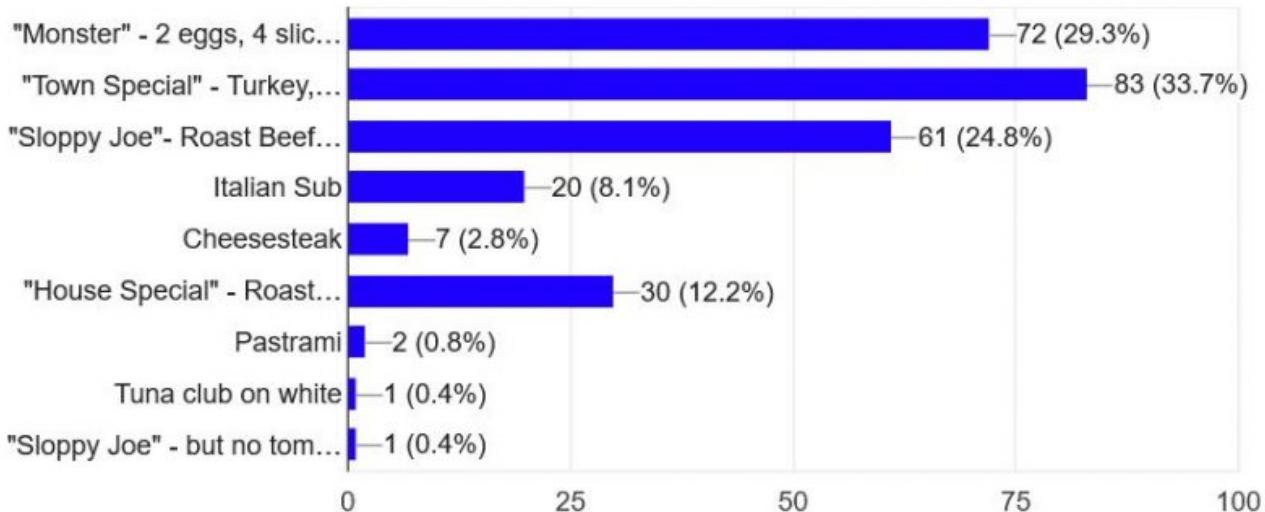


Congratulations to Brush's Deli invention—the “Town Special,” which residents voted the **“Official Sandwich of Basking Ridge.”** Pictured here is actually a “SUPER Town Special” with bacon!

How often do you get to participate in history? Now you do. There is a battle in Basking Ridge, where the Mr. Local History Project has connected with the town’s oldest deli to battle it out for the right to name the “Official Sandwich of Bernards Township.” Voting has been fierce, and it came down to last-minute voters debating this for years. Put to a vote by residents, they have spoken!

### **The “Town Special” Wins Community Vote**

After a month of voting, the Town Special has been voted the **“official Sandwich of Basking Ridge.”** The mouth-watering turkey and Swiss on rye with coleslaw and Russian dressing have been a favorite since they were coined in the 80s. To celebrate this grand proclamation, Mr. Local History has donated a limited number of official Bernards Township flags that will be given away FREE to anyone ordering two Town Specials over the next month. One per customer, please. Stop into Brush’s Deli for all the details and congratulations for over 3 generations of service to the community and the Town Special, the unofficial sandwich of Basking Ridge.



July 13, 2022

## Close Contenders

Two sandwiches have been battling it out since we started. At 25 votes - tied. At 100 votes - virtually tied. 175 votes - virtually tied 200 tied, 240 we had a break and could make a call as we tie the results to our just released [Retrospective: Brush's Deli Serving The Community for Three Generations](#) as the oldest deli in the township.

Down to the wire, there were several contenders for the title. One is a breakfast monster, called "The Monster", a sandwich made for two including double what you'd normally have on a typical breakfast sandwich. The classic sloppy joe sandwich was another contender, serving up a triple-decker beauty, including a combination of turkey and roast beef, Swiss, coleslaw, and Russian dressing on soft rye. And last but not least, there's the "House Special," a combination of roast beef, horse radish mayo, lettuce, and Swiss cheese on rye.



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Brush's Monster



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Brush's Sloppy Joe

If you were wondering, YES, the researchers paid for and ate every sandwich we photographed. Read the History of Brush's Deli to learn how each sandwich was named.



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Read about the history of Basking Ridge's oldest standing deli. [Click Here](#)

## More New Jersey Local History

[Sandwiches Invented in New Jersey](#)

[The Besties - The Best of the Best in Basking Ridge, Bernardsville, Bedminster in Northern Somerset County](#)

[Brush's Deli Served the Community for Three Generations and Now It's Just a Memory](#)

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# MICHAEL LEWIS

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### INSIDE THE DOOMSDAY MACHINE

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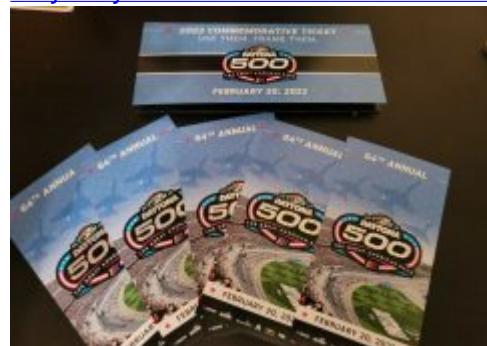
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