



There's a new neighborhood deli in town!

Cartel Deli finally opened its doors in Salcedo Village last September 2016. From the group that brought us Pablo Bistro, Cartel is the newest concept of entrepreneurs, Marivic-Diaz Lim of Apartment 1B, Ces Manosa and Managing Partner David Collado.

More than just a DELI.

There isn't anything like Cartel yet in the neighborhood: a place where you can grab a cup of coffee with a croissant, eat a hearty sandwich, shop for all your basic kitchen essentials including the freshest fruits and produce and baked bread and pastries, whilst enjoying either the city's weekday hustle or the pleasant vibe of a weekend in Salcedo.

Cartel is a café, a bakery, a deli, a market, and a whole lot more.

Inspired by the New York markets and delicatessens, Cartel claims an identity of its own as it collaborates with select third-wave purveyors who are specialists in their respective fields and have created a name for themselves. Cartel brings you **Yardstick** for coffee and drinks, **Txanton** for quality Iberico meats and jamon, **Bonton** for breads and pastries, **Holy Carabao** for salads and organic fresh produce, **Belge & Co.**, for their truffles and chocolates, **Calidad Espanola** for the chorizos, and lastly, **Pablo Bistro** for the deli menu and sandwiches.

Each brand is considered a partner. And each partner has a story and a unique contribution to Cartel's character and brand vision—to share with consumers delightful doses of happiness through the simplicity of *a cup of coffee, a piece of cookie, a loaf of bread, a fresh salad.*

The name CARTEL came about because in Spain, a 'cartel' meant a list or a lineup of sorts. The word defines the deli's true essence—a place where you can come in and experience a variety of wonderful things.

The Menu.

Cartel Deli boasts of a well-curated food selection, led by its owners and its Spanish head chef, Amado Garcia Fernandez, who brings and creates an assortment of offerings. Most popular of which are the grilled three cheese sandwich, bacon & cheese baguette, pork adobo loin & cheese sandwich, roast beef sandwich, and the best-selling chorizo fried eggs.

Yardstick Coffee brings in their staples, plus a unique blend especially created for Cartel called the *#SalcedoSwing*—a cold brew coffee with almond syrup and rosewater. Meanwhile Bonton Bakery, a fan favorite from the Salcedo Saturday market, brings freshly baked croissants, scones, and danishes.

Cartel also offers both local gems and imported products such as jams, pasta, biscuits, spreads, and cheeses. One of the best finds in the store are the jamon packets from the Txanton Corner, which you can simply grab and go, or devour inside the deli. Cartel also carries wines, spirits, craft beers, cold pressed juices and then some.

The food, the aroma, paired with Cartel's carefully thought out interiors and store design, all marry to bring you a casual yet cozy sophistication—something the Salcedo community is sure to welcome and adore.

The Brand Promise.

They say do things with passion or don't do it at all.
We are people who love to eat and drink with gusto.
And Cartel presents you with different brands who think and breathe the same.
Coffee. Wine. Juices. Sandwiches. Jamon. Chocolate. Bread.
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Cartel Deli.

Cartel is open daily from 6:30 AM to 11:00 PM. Follow [@cartel.deli](#) on Instagram for the latest updates.

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