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*High-res images and videos available upon request

Mesob Ethiopian Restaurant Launches “7 Words for 7 Years” Contest

Montclair, NJ restaurant to launch its first-ever creative contest for its 7th year in business.

Montclair, NJ, October 17, 2010 - Mesob Ethiopian Restaurant, a family-owned restaurant in Montclair, NJ specializing in authentic Ethiopian cuisine, launches its first-ever creative contest today.

How much can you express about your Ethiopian food experience in just 7 words? Mesob Ethiopian Restaurant wants to know how much the Ethiopian food and experience inspires you.

The New Jersey restaurant is seeking entrants who want to share their experience with the rest of us. Seven words. No more, no less.

The contest runs for over two weeks starting Thursday, October 14, 2010 through Friday, October 29, 2010.

The winner will receive a \$25 gift certificate for Mesob Ethiopian Restaurant. The winner will also gain notoriety as the first-ever and only Mesob “7 Words for 7 Years” contest winner.

Entries can be in a creative sentence, or in a 2-3-2 catchy 7 word sequence (Much like the 5-7-5 Haiku non-rhymed verse genre). An example of this might be “Eat meat. Or go vegan. Eat Ethiopian.”

Entrants are encouraged to dispense sentiment and wisdom. But please no profanity. Entries can be submitted in person at Mesob Ethiopian Restaurant, or by e-mail to Mesob@saywowmarketing.com.

The “7 words for 7 years” contest coincides with the 7th birthday of the Montclair, NJ restaurant, which opened its doors October 28, 2003.

The Marketing Manager of Mesob was one of its first customers, when the local cultural find opened its doors. Vickie Smith-Siculiano came up with the contest idea after seeing how engaged fans were on the Facebook Fan Page she created for Mesob. “Combining a rich experience for restaurant patrons with a contest that gives them “food for thought” AND a prize is a win-win.”

Smith-Siculiano works closely with owner, Berekti Mengistu, to share more of her rich Ethiopian culture by creating social media content, engaging fans, listening to conversations and discovering new product and media opportunities for the restaurant.

Mengistu says, "We want to share just more than Ethiopian food with our community, but also our culture. Our recent Ethiopian music and dance event opened up more culture to our community.

We would love to know what people think not just about Ethiopian food, but also the experience you can find at Mesob."

Start writing. Send your comments. And win!

Mesob Ethiopian Restaurant is located at 515 Bloomfield Avenue, in Montclair, NJ. For reservations or more information, call 973-655-9000 or visit Mesob online at <http://www.mesobrestaurant.com>.

About Mesob Ethiopian Restaurant:

Mesob Ethiopian Restaurant of Montclair, NJ is a favorite for both vegans & meat lovers with its authentic Ethiopian food. Foods are prepared daily with imported Ethiopian spices. The friendly staff and warm decor makes Mesob the perfect place to relax with family and friends. Injera, a delicious sourdough Ethiopian flat bread that you wrap your food with, makes Mesob a favorite with kids, where it's a treat to "eat with your hands." Mesob Ethiopian Restaurant is located at 515 Bloomfield Avenue in Montclair, NJ. Reservations at (973) 655-9000.

Company Contact Information

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