

Cambodian Sandwich Shop Num Pang to Open Second Outpost Next Month

By Ben Barna

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On Tuesday, more than two years after first opening, Cambodian sandwich shop **Num Pang** broke their single-day sales record. Now, owners Ratha Chau and Ben Daitz, who've turned down many franchising requests in the past, plan to capitalize on the demand for their Asian sandwiches with another Manhattan outpost, opening sometime next month. Where exactly will the second Num Pang be located? Well, they refuse to say. "It's what we do," says Daitz mysteriously.

Num Pang hit the Union Square area in 2009, at the apex of **New York's banh mi boom**. "That was never the plan," says Chau, who doesn't see his sandwiches as traditional banh mi (technically, the Cambodian version is called num pang). "When I think of a banh mi shop, you don't need much more than a little salad station, a cold cut slicer, a warmer for the bread, and some pickles," says Chau. "We're much more like a restaurant." While Num Pang's current location on E 12th St. is fairly compact, the two partners are reluctant to divulge any specifics on the new space, including its size. All they'll say is that it'll be ready in three weeks. Why so secretive? "It's not that we don't want to tell you, there's just a PR program we have to follow," says Chau.



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