

[Sebastian Rametta](#)

Thu, 28 Apr 2011

7:57 AM

### Seb Rametta: An Unusual Success Story

Seb Rametta is not just another businessman who has made it big in his chosen field; he is a visionary, who possesses the necessary skill, courage and intelligence to convert a simple venture into a worldwide success. His ability to judge emerging opportunities, trends, and the shifting competitive environment and utilize them for the further growth of his business has helped [Seb Rametta](http://sebrametta.wikidot.com/) become one of the most renowned and respected personality in the food service industry.

The success story of Mr. Rametta started in 1991, when he established Arnies Bagels, Inc. along with his partner. Arnies became the wholesale manufacturer of all-natural premium, par-baked authentic New York bagels. It did not take long for Mr. Rametta to turn Arnies into a major national brand catering to clients such as McDonalds, Disney World, Dunkin Donuts, Roy Rogers, Friendlys, A&P Supermarkets and Kings Supermarkets. Finally, in 1994, with the consent of all the partners, Arnies was sold to Quaker Oats, helping Seb and his co-founders earn a handsome profit.

Later, [Seb Rametta](http://www.5wpr.net/?p=3065) and his partners invested in Ranch\*1 Group, Inc, a grilled-chicken franchise company based in New York. This decision was motivated by the fact that increasing health trends and shifts in QSR market were impacting fried foods significantly. Mr Rametta was quick to identify the great recipes, great prices and a loyal customer base of Ranch\*, which provided them with the edge needed to dominate the market.

After achieving enormous success with Ranch\*1, Seb Rametta was in search of new and better opportunities. So, when he spotted the substantial opportunities that the Original SoupMan brand could provide, he entered into a strategic partnership with Al Yeganeh. The partnership, which was initiated in 2004, soon turned into a great success and has resulted in the creation of the present company, which has made a mark in the food service industry not only across America, but worldwide.

As a man of many talents, [Seb Rametta](http://www.123people.com/s/seb+rametta) inspires many young entrepreneurs to earn the success they deserve. For more information, please logon to <http://www.originalsoupman.com>.

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8:05 AM

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The success story of Mr. Rametta started in 1991, when he established Arnie's Bagels, Inc. along with his partner. Arnie's became the wholesale manufacturer of all-natural premium, par-baked authentic New York bagels. It did not take long for Mr. Rametta to turn Arnie's into a major national brand catering to clients such as McDonald's, Disney World, Dunkin' Donuts, Roy Rogers, Friendly's, A&P Supermarkets and King's Supermarkets. Finally, in 1994, with the consent of all the partners, Arnie's was sold to Quaker Oats, helping Seb and his co-founders earn a handsome profit.

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Wed, 18 May 2011  
6:49 AM

Seb Rametta : The Success Secret Of the Original SoupMan

Despite the fact that the Original SoupMan restaurants earned enormous success primarily from the lip smacking recipes of Al Yeganeh, it was the strategic vision and business acumen of the legendary

Seb Rametta that enabled this small New York City storefront to transform into a national brand. Mr. Rametta's ability to give a practical shape to his ideas combined with his skill of taking calculated business risks has placed him as one of the most reputed leaders and pioneers in the food service industry.

Through his farsightedness and sheer genius, Mr. Rametta has created one of the most popular soup brands that have expanded beyond the boundaries of nation and continents. Having over 25 years of experience in the food industry, he has become an integral part of the success story of the Original SoupMan and is still contributing actively towards its current and future growth. In addition to having vast knowledge about the various aspects of food industry including franchising, food manufacturing, restaurant operations, logistics, supply chain and menu development, he is capable of single handedly and efficiently managing the different departments of the company.

Consistency is perhaps the most admired aspect of the personality of Mr.

Seb Rametta . It is this trait of his that has helped him maintain the superior quality and standards with which he started all his ventures and used to turn them into a huge conglomerate. He is relentless in his attention to detail as well as his in his zeal to make people experience the soups as they were meant to be experienced.

Today, the multi-channel company founded by Seb Rametta consists of franchise restaurants, a retail collection of premium "heat-n-serve" frozen soups, and a recently re-launched website business. Despite being placed at the pinnacle of the food industry, MR. Rametta takes a deep interest in the everyday operations of his business and is personally involved in issues related to development of strategic relationships, joint ventures, and product development as well as taking feedback and learning from customer experience.

As a man of many talents,

Seb Rametta

inspires many young entrepreneurs to claim the success they deserve. For more information, please logon to <http://www.originalsoupman.com>

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Thu, 9 Jun 2011

6:13 AM

West Coast Gets Its First Original SoupMan Kiosk in Fisherman Wharf

It seems like the expansion plans of

Sebastian  
Rametta

for the renowned brand Original SoupMan are already underway.

The fact that Original SoupMan opened up its first kiosk on West Coast at Fisherman's Wharf, is definitely a great start to the expansion plans which intend to take the number of kiosks operating across America and Canada to 1000. Among the dignitaries present at the grand opening ceremony was the great baseball legend Reggie Jackson, who is also a strategic investor in the company.

There had been much speculation about the opening of the first Original SoupMan restaurant in San Francisco, especially after it was announced that the venture would be carried out in collaboration with Lloyd Sugarman and Matt Johnson. The two gentlemen have been associated with the Original SoupMan franchise for some time now and have also been partners in one of the 15 Johnny Rockets restaurants owned by Mr. Sugarman.

The opening of the Original SoupMan restaurant at Fisherman's Wharf is being considered by many as a significant milestone in the expansion and growth of their favorite national and international soup brand. Given the fact that San Francisco is amongst the top 10 tourists' destinations, of America, the presence of an Original SoupMan restaurant in the area is surely going to bring in great rewards in terms of a greater number of patrons from diverse nations and cultures.

The latest Original SoupMan restaurant will offer all the lip smacking soups that have become its trademark including Jambalaya, Lobster Bisque, Crab Bisque, Mulligatawny and Chicken Vegetable. Moreover, the patrons will also be able to treat themselves to a deli menu that would include the wide variety of signature sandwiches inspired by New-York gourmet. And since Sebastian Rametta ensures that only fresh meat and soups prepared on a daily basis are served to the guests at Original SoupMan, they can rest assured about having a healthy meal at one of the most reputable soup brand outlets.

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Mon, 20 Jun 2011

2:47 AM

## Role of Sebastian Rametta in the Success of Original SoupMan Franchise

While

it's easy to say that the success of the Original SoupMan restaurants is entirely due to Al Yeganeh - who opened his Soup Kitchen International in 1984 and started a phenomenon - there's someone else who is playing a critical role in the brand's expansion.

That individual is

Sebastian  
Rametta

,  
who is the founder of the multi-channel company that now includes franchise restaurants, a retail collection of premium "heat-n-serve" frozen soups, and a recently-relaunched website business.

Of course, the original "soup shrine", on 55th Street in Manhattan, remains part of the operation.

A hallmark of the Original SoupMan business is the consistent, remarkable quality of the product.

Quality is what established the brand - it's why it landed as the "star" of a famous Seinfeld episode - and it's why Zagat's and Consumer Reports rated Original SoupMan as "Best."

Sebastian

Rametta has played a pivotal role in turning a small New York City storefront into a national brand, without sacrificing that quality.

All their soups are slow-cooked in small batches using the original recipes, and flash-frozen using a proprietary process.

This

relentless attention to detail is what you'd expect from Sebastian Rametta.

With over 25 years of experience in food service, Sebastian Rametta is the ideal entrepreneur to turn Original SoupMan into a powerful national brand.

He has a deep understanding about all aspects of this industry, including franchising, manufacturing, restaurant operations, logistics, supply chain and menu development.

In

1991, Sebastian Rametta co-founded Arnie's Bagels, Inc., a wholesale manufacturer of all-natural premium, par-baked authentic New York bagels. Arnie's major customers included McDonald's, Disney World, Dunkin' Donuts, Roy Rogers, Friendly's, A&P Supermarkets, King's Supermarkets, and other major national chains. The business was sold to Quaker Oats in 1994.

Sebastian

Rametta then acquired a significant stake in Ranch\*1 Group, Inc.,

an innovative New York City-based grilled-chicken franchise company. From 1996 until June 2001 Mr. Rametta was a director of Ranch\*1, and from March 1999 until June 2001 he was the President and Chief Executive Officer of Ranch \*1.

Today,  
with their chain of restaurants, website, and new retail line of premium, gourmet, "heat-n-serve" soups, Al, Sebastian Rametta and their team are making sure that the whole world experiences soup as it was meant to be!

Sebastian  
Rametta

is  
the founder and executive VP of The Original SoupMan restaurants with new retail line of premium, gourmet "heat-n-serve" soups. To learn more about Seb Remetta or The Original SoupMan, logon to <http://www.originalsoupman.com>

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