



It all started with a craving for a late-night snack. In 1982, brothers Larry and Mitchell Raikes, having recently moved from Buffalo, NY, to Jacksonville, FL, were out late—and hungry. “But everything around here closed at 11,” recalls Larry Raikes, president of Larry’s Giant Subs. Something had to change—and 25 years later, more than 110 Larry’s Giant Subs in four states (Georgia, Florida, North Carolina and South Carolina) stay open until 3 a.m.



Sub Standards

NOTHING BUT THE BEST

Home of the big one! Larry's brings authentic NY-style subs to the Southeast.

Raikes has no doubt about why diners flock to Larry’s. “It’s the food. Our ingredients are the best.” Raikes doesn’t hide his passion for quality. “We display our food in deli cases so people can see what they’re ordering. We’ll slice their meat and cheese right in front of them. We choose recognized brand names, so they know they’re getting the best-quality food.” The subs are topped with fresh lettuce, tomatoes and onions, which are delivered to the stores daily.

Raikes spares no expense in creating New York style subs. “If you really want to do it right,” he explains, “you need good bread. Ours is shipped from Buffalo, NY. It’s more expensive that way, but it’s worth the cost for an authentic sub.”

A recent addition to the menu is soup—but not just any soup. “We established a relationship with the soup guy from that ‘Seinfeld’ episode, and now we exclusively offer his soups in our restaurants.” Although the soup-ordering process is not quite so

regimented at Larry’s, it’s the same soup for which people follow strict rules and suffer through long lines in the streets of New York. “It’s a little expensive, but it’s a delicious gourmet soup—the shrimp bisque especially.”

Though it’s hard to consider a chain of more than a hundred restaurants a family-oriented business, the Raikes brothers maintain the family feel. “It’s all about family here,” says Raikes. “From the family events and community sponsorships to the family operations. My brother and I started it. Now my son who’s worked here since high school has opened his first Larry’s, and I know he’ll continue to carry on our tradition of making customers happy with fresh food and fun experiences.”