

# WELCOMING PRINCETON

Recognizing the contributions made by newcomers and immigrants

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## THE RED ONION



I have been living in Princeton for 8 years, but have never had the opportunity to go to Red Onion. Fortunately, I had the pleasure of meeting Shalom Elvis, the owner of Red Onion. Mr. Elvis was born in Israel and came to New York at the age of 25. From there, he decided to move to Lawrenceville where he currently resides. His current business is located right at the edge of Nassau Street, hidden between other stores. He started telling me about how his career started in Lawrenceville, where he currently has 3 different stores of handbags

and accessories for women. He then got into the restaurant business (Red Onion) because it was a hobby he had growing up. He also saw great potential in Princeton because it was a town with a lot of tourist attractions. But he remembers how the first months were challenging as he did not have much experience, and did not know much about the restaurant business. Yet, at the same time Princeton made him feel accepted and part of the community. Shalom is an inspiration and a great example of someone who originally started with nothing when he first arrived, and is now a proud owner of his business. He is a true inspiration for people emigrating from other countries. His advice to other immigrants is, "never listen to anybody who tells you, you won't succeed". Mr. Elvis currently lives in Lawrenceville, but feels that for others to be able to make their home here in Princeton, housing prices should decrease and more parking should be available. Finally, he ended our interview by telling me how he has 30 different sandwiches but what makes each one unique is the type of bread he uses. He imports his bread directly from New York, to which he calls, "the best bread in town."

**Interview by Luis Estrada**

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