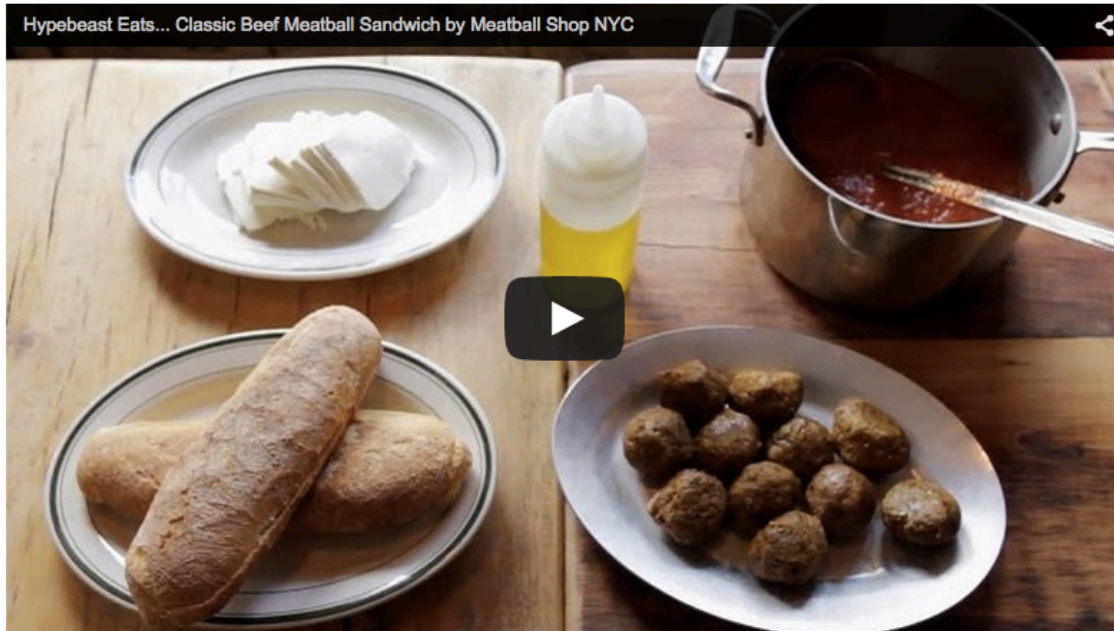


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HYPEBEAST Eats... Classic Beef Meatball 'Hero' Sandwich by Meatball Shop NYC

HYPEBEAST's latest installment of *Eats* takes us to the city of New York for a simple yet delectable dish — the Classic Beef Meatball 'Hero' Sandwich by the one and only [Meatball Shop NYC](#). Joined by Daniel Holzman and Michael Chernow, the two high school friends explain how they set out to differentiate themselves from the sea of pizza, shawarma and burger joints in the bustling city. What started out as the two selling meatballs from a building's side window has now spawned four restaurants (soon to be five), which roughly amounts to 6,000 meatballs on the daily. Daniel walks us through the preparation and making of one of the shop's Classic Beef Meatball 'Hero' Sandwiches, starting first with a fresh *Il Forno* baguette followed by tomato sauce made from tomatoes imported from Italy, melted mozzarella cheese and finally, meatballs made from locally-sourced beef — we are even let in on the shop's secret "ball crushing" technique. Simple yet delicious, this is definitely a winner in our books. Be warned though, this video is best not viewed on an empty stomach.

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