

. Deli delivers: Stoughton business owner picks up customers' tabs

It began with customers and, now, the delicatessen owner picks up two tabs each weekend.



Steve Robbins, the owner of Maxie's Delicatessen, discusses a pay-it-forward trend

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Posted Mar. 27, 2016 at 12:01 am Updated Mar 28, 2016 at 6:37 PM

STOUGHTON – Steve Robbins went over to a table of a young customers inside his deli last week and took a small weight off their shoulders.

“I went over and asked them how everything was going and they said, ‘Great, thank you,’” Robbins told The Enterprise. “And I said, ‘I’m glad you said that. This one’s on the house.’ They were so pleased.”

It’s a pay-it-forward trend that began over a year ago when Maxie’s Delicatessen customers would anonymously and randomly pay for other customer’s tabs.

Now Robbins, the owner of the Sharon Street deli, has decided to pick up one table’s bill each weekend day going forward.

“It’s a tough world today,” Robbins said. “I thought it would be a good idea with all the stuff that’s going about restaurants and surcharges – show our customer they’re appreciated by picking up their check.”

Each Saturday and Sunday, Robbins will randomly pick a table and their meal will be free of charge.

“It could be a veteran, it could be a couple with a family, it could be someone in a wheelchair, it could be a young nice couple,” he said.

Robbins said he got the idea from his customers. Within the past year, several people have gone into the deli to eat and, anonymously through a server, paid another customer’s bill.

“One of my regular customers will pick up a table for the hell of it,” he said. “It’s something we have to appreciate.”

A successful business owner was recently eating in the deli and Robbins picked the bill up before knowing who the person was.

“Actually I picked up a customer’s table, and I won’t mention the name of the company, it’s a very big company,” he said. “And he said, ‘Do you know who I am?’ I said, ‘I have no idea.’ And he introduced himself. He was so appreciative and told all of his employees.”

Robbins said customers who end up having their meal paid for tell friends and it ends up being good for his business, which opened in 1993.

“I just think it’s a nice thing to do for customers. They really appreciate it,” he said. “We look forward to it every weekend now.”