

Rupert Jee's New Power Energy Drink Says Hello To New York City

Photo Caption: Jeff Weiss recently stopped by Rupert Jee's Hello-Deli to show off Rupert Jee's Power Drink on the Late Show with David Letterman



New York City, New York Apr 12, 2022 (Issuewire.com) - Rupert Jee has become Broadway's most popular deli owner through his numerous appearances on the Late Show with David Letterman. Owner of the Hello Deli adjacent to the Ed Sullivan Theater. At his tiny Hello Deli, Rupert Jee's specialty switched from making \$5.95 REGIS PHILBAN specialty sandwiches to signing T-shirts emblazoned with an enormous likeness of his head. Rupert gets \$300 bucks every time he makes an appearance on the Late Show. Now Rupert is promoting his own energy drink again with his own image but slightly enhanced, called Rupert Jee's Power Drink. Rupert is reminded daily of the benefits of appearing on the tube. "The power of television," he says, standing on the sidewalk in front of his shop, "is great, but having your own beverage puts you up there with the likes of Shirley Temple." Asking for a Rupert Jee's Power Drink confirms - that you watch a lot of late-night Television.

Since his first appearance on September 20, 1993, when he was invited to take a bow inside the Ed Sullivan Theater during the program's "Meet the Neighbors" segment, Rupert has become one of Late

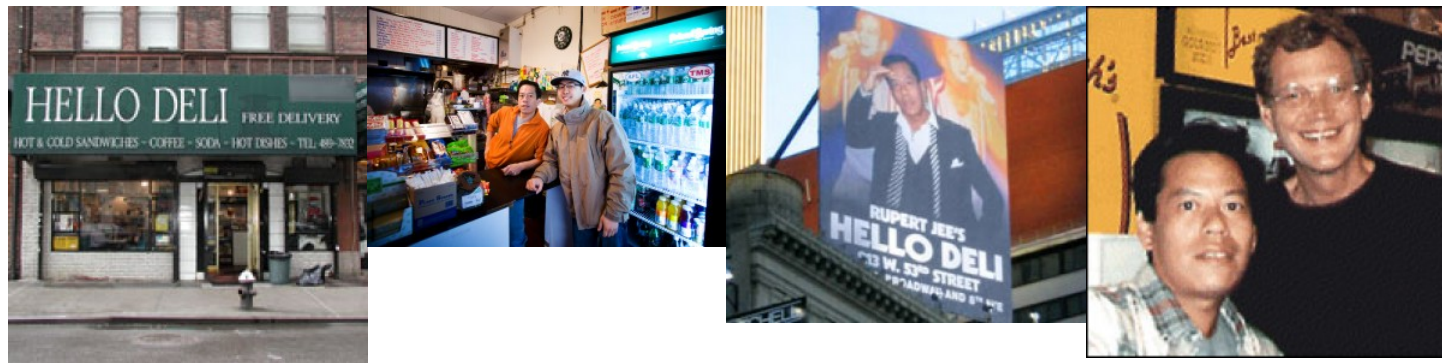
Show's most popular neighbors. Among his most popular appearances are the "Fun with Rupert" segments. Described by Dave as "a series of sociological experiments -- something we shouldn't be doing in New York City," the segments feature Rupert in disguise on the streets of Manhattan annoying people and causing trouble, per Dave's instructions. Armed with a hidden microphone, and camera, and on a two-way walkie-talkie with Dave (who is stationed safely nearby), Rupert carries out Dave's jokes on unsuspecting New Yorkers.

In May 1996, Rupert traveled with Late Show to San Francisco to try his "Fun with Rupert" tricks out on unsuspecting San Franciscans. In past segments, Rupert has called himself "Kenny," bothering local merchants and people in restaurants; has claimed to be Dan Rather's nephew and tried to get past security to visit Rather at the CBS Broadcast Center; and has talked his way into Regis Philbin's office, claiming "the little weasel owes me money." He has also sung show tunes with New York City cab drivers.

The energy drink's artwork was developed in-house by Jeff Weiss and gives Ruper's body that Arnold Schwarzenegger looks, not unlike the formula for one of Dave's jokes. The tagline: "your results may vary". If you can't get a ticket to the Late Show with David Letterman don't despair, the Hello Deli website: <http://www.hello-deli.com> is selling Rupert Jee's Power Drink online for \$11.00 for 3 cans which includes shipping and handling within the United States.

For more info check out the site at: <http://www.hello-deli.com> or see the Rolling Stone video:

<https://www.youtube.com/watch?v=7x1OvKt--fl>



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