

MAMA MIA!!! Sunny Italy Beckons you Urgently Through the Décor, Smell and Taste of FLAVORS OF ITALY

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Dear Mary and Joe,

Italian cuisine has become part of the American culinary experience for the past seventy years. You cannot step into a main or side street of any American city without seeing an Italian restaurant or even a tiny pizzeria.

Speaking of Italian cuisine...let me tell you about the purpose of this letter. A new Italian restaurant – **FLAVORS OF ITALY** will be opening at 200 Sunset Blvd. on July 1, 2018. The grand opening will be from 5:00 p.m. to 11:00 p.m. only, and after that it's business as usual from 10 a.m. to 11 p.m., seven days a week. This restaurant is unlike your usual Italian restaurant or pizzeria, but a restaurant where the simple and sophisticated regional flavors of Italian cuisine blend together; a place where the whole family can enjoy a meal while admiring the décor that screams Italian.

Let me explain... but first let me tell you what we have planned for our grand opening. As you read through this letter, the theme of this restaurant and its uniqueness will be clearer.

An Evening of Fun

Our grand opening on July 1st, will feature a lot of food and cultural activities, which will make you feel like you're in Italy. We'll even greet you in Italian. Our staff will dress in traditional Italian clothing and there will be traditional Italian music, songs and dances. If you can dance the tarantella, please bring your dancing shoes. If you can sing like Pavarotti or even sing the classical Italian wedding song 'Che la Luna Mezza Mare' you will be gracing us with your talent. On opening day, you will be transferred in an instant from the United States to sunny Italy.

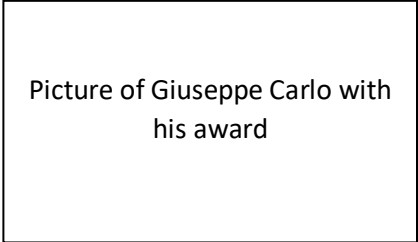
Our Magical Decor

The walls of our restaurant have paintings of the Coliseum, the Pieta, Michelangelo's David, an Italian beach, and the olive groves of an Italian countryside. Statues of Venus and Cupid, some surrounded by a fountain adorn certain sections of the dining area. So, the ambiance will magically transport you to an Italian Piazza, the countryside or to the blue waters of the Mediterranean. And... that magic will continue even after opening day.

Who's the Chef?

Our head chef, is world famous and from Italy. He has won numerous awards in his hometown of Vicenza, Italy, in many cities in Europe and also the United States. He was the latest recipient of the **Bocuse d'Or** award held in Lyons, France in 2017.

Giuseppe Carlo honed his cooking skills through many years of hard work in the restaurants of Italy, Paris, Berlin, London and the United States. His food is sure to tickle your taste buds and every morsel of his cooking you put in your mouth is sure to tease your palate and make you want more.



Picture of Giuseppe Carlo with his award

Here's what two world famous chefs, Lydia Bastiani and Gordon Ramsay have to say about Chef Carlo.

"...Carlo has the gift to make even the simplest of foods taste like – nectar of the Gods. His career as a chef may not be decades old..., but his skill and dedication certainly has put him at the top..."

--- Chef Lydia Bastiani

Interview with The New York Times, May 2014

"...Carlo and I have cooked many meals together... and I'm amazed every time at how much he has to teach me... He deserves all the accolades for he is – the best..."

---Chef Gordon Ramsay

Interview with The Guardian, July 2016

Now when two famous chefs have endorsed Carlo, you definitely have to try his cooking.

So, why don't you come and try for yourself???

Never hurts to try – right????

I guarantee, you won't be disappointed.

What's On Your Menu?

Now coming to our menu – we have one, which is like no other. As mentioned above, our menu is a combination of the simple and the sophisticated flavors of Italian cuisine. We have a variety of dishes taken from the length and breadth of Italy. From the rustic pizza to the very urbane Spaghetti Bolognese. All these are sure to please the taste buds and make you begging for more – and I do mean that literally.

Here's a sample of what our menu looks like:

- 1.) Pizza with various toppings of your choice like eggplant, shrimp, chicken and even a Hawaiian theme with pineapple and peppers.

- 2.) Pasta like *Orecchiette* with tomato sauce and parmesan cheese topped with freshly cut basil and also any other cheeses of your choice.
- 3.) *Veal shanks* cooked in a savory wine sauce with olives and capers (for meat lovers).
- 4.) *Focaccia bread* flavored with garlic and rosemary (for bread lovers)
- 5.) *Carasu bread*, which is a traditional bread, simple yet tasty.
- 6.) *Eggplant Parmesan*, comfort food with breaded eggplant slices, topped with mozzarella, parmesan, smothered and baked in basil and tomato sauce.
- 7.) For the deserts, we have *Tiramasiu*, *Cannoli*, *Granita* and *Cassata* to name a few.

So, you're in for a treat.

Is The Food You Serve Healthy?

Now, I know like many people you're wondering if the food we serve is healthy. Let me assure you that at '**FLAVORS OF ITALY**,' we want our customers to eat healthy and low-calorie meals. All of our food is organically grown including the meat. Just as the people living in the Italian countryside eat their food free from any harmful pesticides, our food too is pesticide free and gives you its natural earthy flavor. We also have dishes for vegetarians and for vegans. Our vegan cheeses are bought from a certified vegan cheese maker and some of our ice creams are vegan certified as well. The milk used to make ice cream and cheeses are devoid of any growth hormone, antibiotics and preservatives. So, you're getting more **Bang for your BUCK!**

How Much Will It Cost? Will It be Economical?

I know those questions will naturally cross your mind. But not to worry. We want you to have that wonderful Italian experience and also have enough money to do other fun things or definitely come back to us for more. A look at our menu will tell you how affordable our prices are. Here's a sample:

- 1.) Pizza Napolitano \$8, 8 slices, feeds a family of 4.
- 2.) Pasta Primavera \$10, feeds 6 people.
- 3.) Eggplant Parmigiana \$8, feeds 5 people.
- 4.) Veal Scaloppini \$12, feeds 6 people.

I could go on, but... you get the idea. So why not come to **FLAVORS OF ITALY** and savor the cuisine plus go back home with your pockets still jingling.

I think I've painted for you the whole picture... but you need to come and see for yourself. As they say, Seeing is Believing. So, please come, see and I guarantee - You'll believe!

Now, please mark your calendar for July 1st, and book a table for you and your family/friends. Do it quickly as we have limited tables available for our Grand Opening. You can either call us at 323-456-5480 or book online at www.flavorsofitaly.com

But... Wait!... There's More...

We'll give you a bottle of Chianti with your name inscribed on it, all the way from the Chianti region of central Tuscany – for **FREE**. Only, if you're one of the first ten to make a reservation with us. Doesn't that sound like an offer you cannot refuse???

But you must act fast, because once they're gone, they're **GONE**.

So, what are you waiting for? Pick up that phone and give us a call – **NOW!**

We look forward to seeing you on July 1st and thereafter, and also greeting you and your family like the Italians traditionally do with Buongiorno/Buona Sera and Benvenuti.

CIAO!!!!

Sincerely,

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