

For Immediate Release

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Frankie & Fanucci's, New Wood-Fired Oven Pizzeria Opens in Westchester Honoring, Appropriately Enough – Fire Fighters

Hartsdale, New York, June 6, 2009 --Frankie & Fanucci's, a new wood-fired oven pizzeria concept, opened officially in the Village of Hartsdale in the Town of Greenburgh, NY, on June 3 with a tribute to its local fire fighters. Gathering around a fire truck outside the restaurant with their families, the firemen were greeted and honored for service by co-owners Brad Nagy and Angelo Viscoso. "These great first responders know something about fire...but our fire is one they won't want to put out because it makes great pizza!" quipped Nagy.

Inside the fire fighters were treated to samplings of the operation's favorite pizza pies, its already-famous meatball sliders and tastings of a variety of panini and desserts as the Town Supervisor Paul Feiner lauded their service and cut the opening red ribbon. For fun, one of the fire fighters, Timothy Preble, approached the wood-fired oven with a fire extinguisher, but just for a photo opportunity.

From the first day of its "soft" opening in mid-May, Frankie & Fanucci's has been packing in customers, perhaps due in part to a pre-opening promotion in which outside signage invited passers-by to "Enjoy a FREE pizza on us!" by logging on to its website, www.FandFpizza.com, to claim an e-voucher. "It really built up anticipation and it allowed us, as the newcomers in town, to introduce our exceptional product," says Viscoso. "Once they tasted the quality of our pizza, e-voucher visitors quickly became regulars."

Nagy and Viscoso describe Frankie & Fanucci's as a "concept for the times" in that its menu is simple and its price point modest, but its ingredients are top quality, its interior is stylish, and table service is top notch. "We feel that we've selected the right niche," says Nagy. "Here in Westchester, as well as all over the country, diners may find it necessary right now to trade down in price, but they don't have to give up all the trappings they've come to enjoy in higher priced operations. With this profile, we feel that we're on point for what our customers want, even need, in this economic environment."

The young entrepreneurs, both 35 and close friends since pre-school days in Queens, combine restaurant operations experience (Viscoso has owned and operated Il Fornetto, one of Brooklyn's most popular Italian restaurants, for 10 years) with marketing savvy (Nagy has been a successful technology sales manager).

"We are keenly aware that 2009 will be the second year running that restaurant sales nationwide are declining," acknowledges Nagy, "but we're venturing forth with confidence that a concept like Frankie & Fanucci's will thrive in bad times as well as good times."

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Located in Hartsdale Village at 202 E. Hartsdale Avenue, Hartsdale, NY 10530

Hours: Sun –Thur, 11 am to 10 pm; Fri - Sat, 11 am to 11 pm

Parking in Rear, Dine-In or Take-Out

Web: www.FandFpizza.com, Email: info@FandFpizza.com