

EDDIE'S PIZZERIA CERINO

July 2009

Volume 1

LETTER FROM EDDIE



My passion for cooking began at an early age in the kitchen of my grandmother, Carrie Cerino. I remember the meals she prepared with love, the wonderful aromas in her kitchen and the warm feeling of Italian hospitality as family and friends gathered to celebrate, share and enjoy her creations. Carrie was the matriarch of our family as well as an entrepreneur, opening her first bakery in 1948 and her first restaurant in 1960. She served customers as if they were friends dining in her home and she treated employees as if they were family. Customers came back again and again to be part of an extraordinary Italian dining experience.

As a graduate of the Culinary Institute of America, I was taught by talented and experienced chefs from around the world. Yet I found the lessons I learned from my grandmother about this business and her unique approach to treating employees and customers could not be taught in a classroom. From the kitchen in her home to the kitchen in her restaurant, what I learned from my grandmother set my path in life and it continues to influence how I run my restaurants today.

I am very excited and proud of Eddie's Pizzeria Cerino. Our customers can expect a unique blend of Cerino family recipes that Carrie cooked in her home and new recipes that reflect my personal culinary experience. Over the years I learned to always start with quality ingredients, to never take shortcuts in the kitchen and to always strive to create a memorable meal. But what makes us unique is my goal to teach our entire staff the same lessons I learned "growing up a Cerino" and making that part of our culture. We know that success is not simply serving delicious food, it is nurturing relationships and providing a consistently extraordinary dining experience.

Celebrate our Italian: gather, share and enjoy!

TESTIMONIALS

"I write this review as I eat my leftovers from yesterday. This was my second trip to Cerinos and both times I was impressed. Italian family recipes with a bistro flair. A great combination of classic favorites with a professional twist. All the ingredients are wonderfully fresh and the staff is accommodating. I've ordered two dinners (pizza and pasta) each time I've gone because of how good everything sounds. And I've been right each time and have enjoyed all 4 meals thus far. I would have to say this is my favorite Italian place. Being Sicilian, I can be a little hard to impress when it comes to Italian."

- Angela M.



Parmigiano-Reggiano

This wonderful cheese can only be made in strictly defined zone, which lies between Parma, Modena, Reggio Emilia and Bologna. The farmers of this area claim that the cheese has been made here for over 2,000 years.

Season: year round

The milk comes from local cows that graze on the area's rich pastureland.

Cooks Tip: Do not grate until you are ready to use it. Tightly wrap in foil and cheese will last at least 1 month in refrigerator

It takes 132 gallons of milk to make one 70 to 80 pound wheel. This cheese is aged for a minimum of two years.

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EDDIE'S PIZZERIA CERINO

OUR COMMUNITY

facebook

Follow us on Facebook!

Eddie's Pizzeria Cerino is proud to announce the sponsorship of the Seven Hills Boys Athletics baseball team. They finished their 2009 season with an amazing 12-2 record! Congratulations to the Athletics on an outstanding season!

One of our tasty specialty pizzas is perfect for every celebration!



UPCOMING EVENTS



susan g.
komen
FOR THE cure
NORTHEAST
OHIO

Please join us in wishing one of our own your thoughts and prayers for a speedy recovery in her battle with breast cancer. She has become part of our family here at Pizzeria Cerino and we await her return to good health.

This year, Pizzeria Cerino will be participating in the 2009 Susan G. Komen Race for the Cure. Please ask your server how you can help sponsor our team. Any support is greatly appreciated.

EXCITING NEWS!

Come in and see our Feature Wall!



Our Feature Wall showcases local artists from the Cleveland Photographic Society, including our very own Elisha Cerino. The initial display (pictured above) includes the CPS Images of the Year for the 2006-2007 club year, as well as a few other selected images.

Future displays will change every two months, and will showcase winners in the various competition categories.

Even better, these images are available for purchase!

Please see your hostess for purchase information, or email Elisha Cerino at elisha@pizzeriacerino.com

I Really Want to Know

We want you to have a truly enjoyable and memorable experience each time you visit our restaurant. Please take a moment to share your suggestions or questions about our food, service, and ambiance.

comments@pizzeriacerino.com

Thank you for your business

Eddie Cerino

EDDIE'S PIZZERIA CERINO

FEATURED WINE & BEER



Montepulciano d'Abruzzo – OUR HOUSE RED

Rediscover an Italian classic. But don't confuse it with another Italian wine with a similar name - Vino Nobile di Montepulciano. Vino Nobile derives its name from the Tuscan town of Montepulciano and it's made mainly from Sangiovese and Canaiolo grapes (like Chianti). *The vineyards of Abruzzi stretch from the Adriatic to the foothills of the Gran Sasso e Monte Della Laga National Park in the distance. Montepulciano is the fourth most widely grown grape in Italy today!*

Montepulciano d'Abruzzo is the grape variety used to make the wine of the same name and it is native to the Abruzzo region on the Adriatic coast of Italy, east of Rome.

Just to make things confusing though, some growers blend a little Sangiovese into their Montepulciano d'Abruzzo wines! Don't worry, you'll be tasting 100% pure Montepulciano d'Abruzzo in Montenevoso!

The Galasso family, makers of Montenevoso, are purists and quite proud of their Abruzzi heritage. They have been living in the area for centuries, as the ancient Torre Galasso (Galasso Tower) in the village of Francavilla can attest.

Over the years, the family has sold grapes, olive oil and wine first in Italy then all over Europe and now sell their wines all over the world. They own 120 hectares of vineyards in the Pescara district, between the Adriatic sea and Gran Sasso. They also work with a few other select local growers.

Montenevoso is made using traditional methods and modern equipment. All of the grapes are harvested by hand and they're destemmed before being placed into stainless steel tanks for fermentation. Removing the stems gets rid of the bitter green tannins found in the stalks. No oak aging is used, so what you're tasting is 100% Montepulciano d'Abruzzo!

Serve this wine with appetizers like cheeses and salami and keep it on the table for the main course. It goes well with grilled meats, any kind of pasta dish or a hearty chick pea stew.

- courtesy of www.winelegacy.com

Eddie's Featured Recipe

Bruschetta with Cherry Tomatoes & Basil

½ to ¾ lb small cherry tomatoes (preferably red & gold) and halved and quartered.
2 tbsp extra virgin olive oil
½ tbsp lemon juice (fresh)
1 clove garlic, minced finely
Sea salt and fresh ground pepper
¾ cup (6oz) whole milk ricotta cheese
6 slices dense, day old bread. Thick cut (1/2 inch)
1 tbsp chopped basil
2 tbsp grated Reggiano Parmesan cheese

In a bowl, combine the cherry tomatoes, olive oil, lemon juice and garlic. Season with salt and pepper and let stand for 30 minutes to draw out the tomato juices.

In a small bowl whisk together ricotta until smooth. Season to taste with salt and pepper.

Place bread slices on pre-heated outdoor grill and toast both sides until golden. This can also be done on a baking sheet and toasted under broiler.

Divide the ricotta among the toast in an even layer. Stir the basil into the tomatoes, and then spoon the tomatoes and juices over the bread, garnish with parmesan cheese and serve at once.

Wine Pairing: Serve with Crisp white wine such as Sauvignon Blanc or Pinot Grigio

We're on the web!

Visit us at:

www.pizzeriacerino.com