



## PRESS RELEASE



### A mix of Italy, New York and California

*Trifecta's newest concept, Pizzeria Villagio, mixes something special from both Coasts*

**Palm Desert, CA (April 4, 2011)** - Anthony Penn, COO of Trifecta Management Group, announced the opening of the company's newest, original concept, *Pizzeria Villagio*, in Palm Desert, California.

"This is a very special restaurant to all of us involved. *Pizzeria Villagio* starts with a menu that not only bridges culinary treasures from both New York and California, but also stays true to the classic recipes, using all fresh ingredients," said Penn. "The experience will extend beyond delicious recipes as our dishes will be served with home-style friendliness by people that truly care."

**The grand opening celebration of *Pizzeria Villagio* will take place on Thursday, April 7, beginning at noon.** Participating in the ceremony will be officials of the Palm Desert Chamber of Commerce, local dignitaries and restaurant staff including General Manager, Matt Christopher; Operations Manager, Dane Musacco; and award-winning Chef, Anthony Spinella.

The restaurant, serving both lunch and dinner, features a unique menu offering a mix of classic New York-style and new California Italian dishes, ranging from quality fresh-made pizzas, pastas and salads to traditional favorites using old-world recipes. Situated in a relaxing café-style setting with a charming, open-style kitchen, *Pizzeria Villagio* has a full bar offering a hand-picked wine list, ice-cold, handcrafted micro brews on tap and a delicious selection of barista favorites. All menu items may be prepared for "V Togo" take-out and for pick-up orders placed by phone.

*Pizzeria Villagio* also has "Grab 'n Go" selections for those diners who don't have time to wait.

This project is the latest example of Trifecta working collaboratively with a real estate developer to custom develop an original restaurant concept to fill a market opportunity.

### Pizzeria Villagio

The idea of *Pizzeria Villagio* comes from a marriage between time and place—the old neighborhoods of New York City and the abundant plains of California. In its day, NYC consisted of many old ethnic neighborhoods where butchers, grocers, produce stands and family restaurants sold and served food that met the standards of their friends and neighbors, and where a bad reputation traveled faster than the wind. A place of family, heritage and tradition.

What California brings to the table, figuratively and literally, is its abundance of fresh produce, fresh starts, and the opportunity to reinvent. And so it was with these two places and times in mind that we set out to build a restaurant that would meld the two. With pizza dough made from scratch, hand stretched and cooked in a traditional pizza oven, our proprietary pizza sauce and the freshest of ingredients, *Pizzeria Villagio* invites you to dig in and enjoy our food, our warmth, and our relaxing ambiance. A place where old world tradition, meets new world freshness.


***Pizzeria Villagio* is located at 37029 Cook Street, Suite 101, Palm Desert, 92211 (760-779-5050).**

Additional information on *Pizzeria Villagio* can be found at [pizzeriavillagio.com](http://pizzeriavillagio.com) and on its Facebook page at [facebook.com/pizzeria.villagio](https://www.facebook.com/pizzeria.villagio).

### About Trifecta Management Group

Trifecta Management Group® (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG comprised the executive management team and the strategic, operational and development nucleus at *GameWorks*, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega.

TMG has quickly become recognized for excellence with its custom concepts in both the entertainment and restaurant industries, including the acclaimed *The Corner Alley*®, *4th Street Bar & Grill*, *KDB*™, *Zocalo Mexican Grill* and *Tequileria*™ and *Montgomery Grill*™. In addition, in 2005, TMG acquired and reinvented *Flannery's Pub*, a neighborhood Irish pub and restaurant that is now a cherished downtown Cleveland landmark. TMG currently manages venues located in Ohio, Florida, Minnesota, Michigan, Virginia and California. TMG is also engaged in consulting services worldwide.

Additional information about TMG can be found at [trifecta-mg.com](http://trifecta-mg.com) or  [find us on facebook](https://www.facebook.com/trifectamg).

### Trifecta Management Group

Contact: Bruce Nussbaum

Phone: 818-879-7100 ~ Fax: 818-706-7396 ~ Email [trifecta-mg.com](mailto:trifecta-mg.com)

28035 Dorothy Drive, Suite 240  
Agoura Hills, CA 91301