

Restaurant Promotion  
0807

**An Italian Experience That's Uniquely Yours..**

Dear Michael,

Imagine it's Friday. Imagine it's summer, with all its sounds sights and smells. Long evenings. Early sunrises. Imagine it's your favourite time - the weekend! I love the weekend.

Now, maybe you have a couple of days until Friday, maybe even more than a couple. But you can imagine it's here and you're drinking in that Friday feeling and that feeling of expectancy. Because the weekend belongs to you.

**A Perfect Spot to Unwind And Relax**

You've had a successful week. You've worked hard. And now you want to relax, kick back, forget the week and simply dive right into the weekend. Work is a memory, for at least a couple of days. Now is the time for a cold crisp beer, or a glass of chilled wine and perfectly cooked food. Feel mellow music relax you, ease you into your favourite time and place. It's promising to be a great weekend. And you've come to the one place where you're guaranteed to find us all celebrating that fact... and much, much more.

**An Invitation Especially For You**

I am inviting you to [REDACTED]. Not that many people know of [REDACTED]. In fact, one could call it one of Toronto's better-kept secrets. And I only invite people who I feel will really appreciate it. Since I know you appreciate great food and drink experiences and I'd love you to join those of us who love [REDACTED] (it actually has its own fan club too), come with me and let me take you on an unforgettable Italian journey.

Your table awaits in your home away from home. You are about to discover what is arguably the best Italian food in the City.

Cooked to perfection, as if to tease you and make you wonder how you've missed this all your life. You've probably guessed that I am inviting you to my favourite restaurant. I'm about to share with you some of the mouth-watering reasons why.

**[REDACTED] Is More Than Just An Eating Place**

Regulars have likened finding [REDACTED] to finding a rare jewel. It seems every one of [REDACTED]'s regular clientele remembers how they first found this gem. In a city full of swanky, busy, high priced and often impersonal restaurants that stop just short of the essential ingredients for a perfect experience, you will find [REDACTED] like breathing in fresh air after escaping a stuffy, overcrowded room.

But surely it's just another eating-place? "What's so special about [REDACTED]?" you might ask.

Well, I'll tell you.

At first glance [REDACTED] might resemble any number of bistros or brasseries in nearby Yorkville. Perched at the corner of [REDACTED] and [REDACTED], where you can watch the world go by, [REDACTED] with its highly coveted patio hanging over onto the latter street, has a warm, inviting décor and feel. Which means you will feel immediately welcome.

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You'll sit at one of the worn wooden tables, beneath walls covered in famous Italian poster art, while near the door there's a long bench (it's said it's a former church pew) in front of a collection of vintage beer bottles – and the list of the most amazing beers on tap.

Based on the description so far, you'd be justified in expecting overpriced Hoegaarden on tap and snooty service. Not here.

Instead you'll be presented with an impressive list of local microbrews on tap, all the more for being reasonably priced and explained by knowledgeable servers. And [REDACTED]'s bottled beer menu is almost as thick as their food menu, which is no slouch either – the Salsiccia pizza (sausage, gorgonzola, parmesan and onions) cooked in a wood-burning oven, is rich but not heavy, and it washes down nicely with a pint of County Durham's Hop Addict.

If you love amazing Italian food cooked to perfection, pizza delights such as Austintino, Pomodoro, Juliano, Rosaria, pastas, such as Puttanesca, Funghi e Pollo, Affumicata, and a Carbonara that can be found only at [REDACTED] – be prepared to have plenty of difficulty deciding what to select. You'll be planning to come back often – simply because you'll want to sample the other culinary delights that [REDACTED] offers for your delight.

**We're Just Getting Started...**

Your Italian journey is nowhere near over.

For antipasti, missing the artisanal cheeses would be a crime and once you've sampled them you will taste why. Paired with tiny tarelli toasts and vin cotto syrup, one taste and your taste buds will exalt. I know. I've been there. And part of the adventure is having Ralph or your server give you the delicious run down on the exotic foods you're eating. This experience is why we, [REDACTED]'s regular clients go back again and again.

The charcuterie – succulent, tasty Italian cured meats, seasoned olive oil and bread twists board – has become so popular that they are now a firm favourite and you have to get there early enough to sample them.

You don't want to miss this treat.

Simple starters. Magnificent flavour. Excellent food. Key ingredients for your wonderful eating experience. I want you to take my word for it; and I'm inviting you to experience it for yourself.

But here's what Doug M, a regular client for many years says:

As a regular here and someone who enjoys my food I enjoy the very freshest of ingredients at Volo and I am never disappointed. [REDACTED] and [REDACTED] are proponents of the slow cook, nothing is hurried, and everything is homemade, from the sauces, the appetizers and bread made by small craft bakers. When you're here, you can relax. And enjoy great affordable Italian food.

**Doug M**

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Don't order your meal until you've heard what [REDACTED]'s Special is.

Different every time, it will make it even harder to decide what you'll have on your first visit.

And as for the desert... if you have room for it - [REDACTED]'s offerings of traditional Tiramisu, cool Gelati and sumptuous cheesecakes will suspend you in even more pleasurable indecision.

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