

PICI ENOTECA ROLLS OUT THE CARPET – AND THE NOODLES – ON AUGUST 1

**Hand-Rolled Tuscan Pasta, Crispy-Thin Crusted Pizzas and Fresh Ingredients
Distinguish New Healthy, Mid-Priced Beverly Hills Ristorante**



Beverly Hills, CA (July 26th, 2011) – Fresh off the heels from competing in the new Food Network series “Extreme Chef,” restaurateur, celebrity chef Jason Harley, a.k.a. Chef J has created his newest restaurant concept PICI. Joined by partner Jeff Vespa, co-founder of leading digital/celebrity photo agency WireImage, they open this new Beverly Hills ristorante, **Pici Enoteca**, on Monday, August 1.

Chef J, who has earned a reputation for healthy gourmet cuisine as a private chef for a myriad of celebrities, as well as for successes with his Hollywood catering and event company, Personal Chef Catering. He developed the new eatery from top to bottom, choosing the name Pici (pronounced “peachy”) after a type of thick, hand-rolled Tuscan pasta that captured the detail-oriented essence of the restaurant.

Customizable, 80% of pasta, pizza and salad entrées may be ordered vegetarian, with patrons adding chicken, meat or fish for an additional few dollars. The emphasis is on preparing dishes with the freshest possible ingredients. “All of our vegetables arrive fresh from local farms,” says Chef J. “The arugula, for example, is picked at 5 a.m. and delivered to the restaurant by 8:30, ensuring it is fresh and packed with flavor. We then layer it with roasted baby beet and goat cheese, a dusting of toasted pistachios, a drizzle of lemon dressing, a microplane of zest... incredibly delicious!” Other Pici salads include the Chopped Salad with romaine, spinach, chick peas, roasted peppers, tomatoes, cucumbers & mozzarella pearls in a balsamic vinaigrette, to which Italian salami, grilled chicken, sliced steak or wild salmon may be added.

The spotlight shines brightest on Pici Enoteca’s Crispy-thin pizzas and signature pastas. Pizzas include Margherita (garden cherry tomatoes & basil), Mediterranean (feta, olives & paprika oil), lemongrass (caramelized onions & crispy ginger) and roasted forest mushrooms (crispy leeks & truffle oil). Our Hand-rolled Pici pasta (also vegan is made without egg) may be complemented by a variety of sauces: from fresh tomato, basil & garlic to meat-based Bolognese, Puttanesca (with olives, capers & chilies) to a vodka sauce (with roasted tomatoes & light cream). Pizzas and pastas can all be customized with such toppings as grilled chicken, meatballs, sausage pepperoni or prosciutto.

Along with a soup du jour and daily grilled steak, fish or chicken special, dishes include a range of antipasti such as carni (meat) and formaggi (cheese) selections, grilled portobello mushroom, spiced eggplant with paprika oil, and the addictively delicious artichoke fritters.

Despite its prime Beverly Hills location, Pici Enoteca is priced quite affordably, with inspired dishes averaging \$9–\$20 for lunch and dinner.

Pici's design makes you feel like you're in Italy or NY with its old school tin ceilings, marble and tile floors and dark wood finishes at the bar. Pici offers a well-curated wine list that includes a focused selection of Italian and Californian reds, whites and sparkling wines. (Beer as well is offered.), Finally, patrons will enjoy delectable classic Chef J desserts, ranging from his signature cheesecake to chocolate pudding pistachio tart to classic cannoli and homemade gelatos.

While its soul floats between Brooklyn and Europe, you'll find Pici Enoteca is located at 212 S. Beverly Drive (on the east side of the street, between Charleville Blvd. and Gregory Way), Beverly Hills, CA 90212. Mondays–Saturdays 11:30am–10pm
Reservations recommended: 310 274 7424. www.pici.co