

Contact Rachel Black Email rblack@ifratelli.net Website http://ifratellipizza.com FOR IMMEDIATE RELEASE October 27, 2017

## LAMBERTI'S RISTORANTE & WINE BAR TO OPEN IN FORMER I FRATELLI

David Lamberti spent 13 years working as an honorary *little brother* with the Coles at their flagship Ristorante & Wine Bar. Now he has acquired this location and will reopen as Lamberti's Ristorante & Wine Bar.

The Coles are proud to pass the torch to a valued leader from within the company who was instrumental in developing the wine bar concept at the 7701 N. MacArthur location. After 30 years serving Italian favorites to a loyal fan base in their hometown, the Coles are confident in David Lamberti's ability to serve their customers going forward.

Lamberti has the knowledge, skill, experience and attitude to continue success at this location. We are proud of him. – George Cole

With the transfer of ownership of the restaurant property, the Coles will be full throttle with the growth of i Fratelli Pizza.

Irving is our home. We will continue to serve our signature pizzas at our Valley Ranch and Las Colinas locations. Our pizza and franchising headquarters are right here in Irving. We're not going anywhere. – David Cole

Patrons can expect a comforting menu of old favorites at Lamberti's Ristorante & Wine Bar. The menu will feature a Northeast-Style fold-over type pizza with fresh marinara and whole-milk mozzarella cheese.

Over the years David repeatedly expressed his desire to own his own restaurant. We are thrilled he's made it happen. – Mike Cole

Irving, TX-based i Fratelli Pizza was established in 1987 by the Cole Brothers, who currently operate 14 DFW locations and one Austin location. Downtown Austin and Frisco locations are coming soon with additional

planned growth throughout Texas. Our proprietary recipes and products set us apart from the competition. Visit us online at <u>ifratellipizza.com</u> to learn more about franchising opportunities.

Known for its thin-n-crispy crust, free delivery, and corporate catering, i Fratelli Pizza was voted the Best Pizza in Dallas by *D Magazine* readers. Their slogan is *Never Trust a Round Pizza*, a reference to their unique oblong pies which are hand-rolled and baked in stone deck ovens.

i Fratelli Pizza is available for take-out or delivery from two Irving locations. As always, delivery is free!



i Fratelli Pizza Valley Ranch 9400 N. MacArthur Blvd. Irving, TX 75063 972-444-0600

i Fratelli Pizza Las Colinas 4020 N. MacArthur Blvd. Irving, TX 75038 972-541-1000

## Lamberti's ristorante & wine bar

7701 N. MacArthur Irving, TX 75063 972-506-3000 •lambertiristorante.com

###