



A PROFESSIONAL REAL ESTATE ORGANIZATION



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FORTE HAS SEEN ITS DAY

FOR IMMEDIATE RELEASE

POINT PLEASANT: The word forte is defined as a highly developed characteristic, talent or skill that someone or something excels in. For over two decades, the Forte Restaurant on Bridge Avenue in Point Pleasant did just that; excelled! According to *Richard R. Santore of, Bielat Santore & Company, Allenhurst, New Jersey*, the broker for the sale, the restaurant has been sold, will be closed down for extensive renovations and will reopen with a new name and a new concept.

“This sale is quite memorable for me,” continues *Santore*. “I sold the former Phoenix Restaurant to John Ucal over 20 years ago and after he renamed it the Forte Restaurant he proceeded to evolve it into one of the finest restaurants in the area. On the other side of the table are the new buyers, also very good clients of mine. Nearly 10 years ago I had sold them Harpoon Willy’s in Manasquan. Working with people you know and like is not only very rewarding but very personable to me. I am extremely happy that I could help both the seller and buyer close this sale.”

Following 4-6 weeks of renovations, the new proprietors will open on Bridge Avenue with a similar concept to their highly successful Harpoon Willy’s restaurant. Plans call for a complete redesign of the current facility opening up the entire first floor and adding an outdoor deck for the fair weather months. The signature Harpoon Willy’s behind the bar grill will be installed and utilized to tantalize customers with the aroma of charbroiled burgers and daily surf and turf offerings. The new restaurant will provide a fresh, upscale casual atmosphere where the entire family can enjoy great food and drink at reasonable prices without compromising quality.

The menu will feature a raw bar, distinctive sandwiches, garden-fresh salads, seafood and steaks. A few signature dishes from Harpoon Willy’s will be incorporated into the new Bridge Avenue location, giving locals two unique restaurants to frequent. Daily specials will feature the best of what the food markets have to offer.

Stay tuned for the grand opening scheduled in late August or September.