



June 30, 2006

## **LA BELLA VITA – SOON TO BE – LA PERLA**

**FOR IMMEDIATE RELEASE**

**LONG BRANCH:** The cozy Italian restaurant and bar known as La Bella Vita, 609 Broadway, Long Branch, Monmouth County, New Jersey has been sold as reported by **Richard R. Santore of Bielat Santore and Company, Allenhurst, New Jersey**, the broker for the sale. The new owners are the proprietors of La Perla Restaurant, 82 Ocean Avenue, Long Branch. “609 Broadway is going from Italian to Portuguese cuisine, as La Perla comes to Broadway,” adds **Santore**.

The fact of the matter is that La Perla had to move due to the redevelopment in the City of Long Branch. In Long Branch and across the nation, modern redevelopment practices encourage governments to seize people's properties against their will and transfer them to private developers who will build more expensive properties that generate more tax dollars. The Long Branch Redevelopment Zone is a \$1 billion, multiphase project that includes retail and recreation but is mostly residential.

The property where the restaurant is located is within the Long Branch Redevelopment Zone and was taken by the City under eminent domain. Thus, the Almeidas, owners of the restaurant, had to seek out an alternative location, preferably within a close proximity to their existing restaurant.

Although the original La Perla restaurant enjoyed a highly visible location nestled beneath the Ocean Place Hotel and Spa directly off Ocean Avenue, the Almeidas are moving to an “On Broadway” location which may be better suited for their Portuguese concept. Broadway and its immediate vicinity is a highly concentrated Portuguese area. The new location will seat 105 persons with an additional 15 at the bar.

After a bit of paint and minor décor changes, La Perla on Broadway is scheduled to open for business on or about August 1, 2006. Once the new location is open for business, the original restaurant will close. Until then you can still enjoy your favorite Portuguese dish at the original La Perla location at 82 Ocean Avenue in Long Branch.