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WHAT'S THE POINT?

FOR IMMEDIATE RELEASE

POINT PLEASANT BEACH: What's the point? The point is Point Pleasant Beach and the sale of a long-standing community restaurant, Tesauro's. Tesauro's, located at 401 Broadway, Point Pleasant Beach, Ocean County, New Jersey has been sold, as reported by **Barry J. Bielat of Bielat Santore and Company, Allenhurst, New Jersey**, the broker for the sale. In fact, Bielat was responsible for the sale of the restaurant to the Tesauro family in the 80's, when his company sold what was then known as the Barber Shop Restaurant.

The Tesauro family has enjoyed a long and rewarding operational history on Broadway in Point Pleasant Beach. "Broadway is the main access route to the Point Pleasant Boardwalk. We are the first restaurant on the way to the boardwalk, and our location initially attracted many new patrons when we first opened. Over time, our food captured the pallets of our customers, and our location became a secondary draw," says former owner John Tesauro.

"The industry standard for ownership in the restaurant business averages 4-7 years. The Tesauros have far surpassed that benchmark, but after so many years, made a conscious decision as a family that it was time to sell. Fortunately, we were able to replace them with a very competent businessman and entrepreneur, Carmelo Marafiotti, who will only add to the opulent history of Tesauro's Restaurant in Point Pleasant Beach," adds **Bielat**. "We bought a very fine property and business in Tesauro's," states new proprietor Marafiotti. "We are going to keep the name and continue to run the restaurant as did the Tesauro family. *If it ain't broke don't fix it.* We have several of our own ideas and business concepts, and I am sure over time we will make gradual changes to the premises, décor and menu, and eventually may even change the name. But for now, it is Tesauro's and as Tesauro's it shall remain."

The restaurant, which has been serving Ocean County the finest in Italian cuisine for over 15 years, will continue to operate seven days a week for lunch and dinner. A private party room located on the second floor of the restaurant is available to book business meetings and private affairs. What's the point? Don't you miss the point! Tesauro's Restaurant, Point Pleasant Beach, New Jersey.