

August 1, 2003



LA DOLCE VITA

FOR IMMEDIATE RELEASE

LONG BRANCH: Kristina Luchento's, located at 609-611 Broadway in 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 very popular Italian Restaurant, open for only one year, received tremendous fanfare in Monmouth County since its inception. Owned and operated by the Luchento Family, who are also the owners and operators of the highly successful Luchento's Ristorante on Highway 33 in Manalapan, New Jersey, the restaurant in Long Branch had to be sold due to health problems in the family. The Luchento's two sons are the executive chefs at each of the restaurants. Unfortunately, one son took ill shortly after the Long Branch opening and could not work in the kitchen. The Luchentos did not want to operate a restaurant without one of their sons at the helm, and so a decision was made to sell the Long Branch location.

"The restaurant was in incredible condition and doing sound business, so we were able to find a buyer very quickly," says **Santore**. The Alioto family of Monmouth County, New Jersey is the predecessor of the Luchento's good fortune in Long Branch. Rosario Alioto and his wife have purchased the restaurant and plan to continue to offer fine Italian cuisine in a casual but trendy setting. The Aliotos do intend to change the name of the restaurant down the line to "La Dolce Vita," *the sweet life*.

Rosario Alioto has been in the restaurant business for over 30 years. He was born and trained in Italy and worked as an executive chef in first class hotels there before moving to the United States. Since his arrival here over 25 years ago, Mr. Alioto has owned and operated restaurants in New Jersey as well as serving as executive chef in many Italian restaurants, from the famed "Il Villagio" in Rutherford, New Jersey to his most recent engagement at the "Villa Almafì" in Toms River, New Jersey.

The Aliotos will continue to operate as Kristina Luchento's Ristorante through the summer of 2003, and then will change the name of the establishment and open for lunch and dinner, six days a week, Tuesday through Sunday, beginning in the fall.