



marketing. advertising. public relations.

FOR IMMEDIATE RELEASE

Contact: Brooke Boyd | Hype Group | 727.623.9085 | brooke@hypegroup.net | www.hypegroup.net

IL RITORNO INTRODUCES MODERN ITALIAN CUISINE TO ST PETERSBURG

Locally-Owned Downtown Italian Restaurant Announces Grand Opening

ST. PETERSBURG, FLA. (January 14, 2014) – **IL Ritorno**, a locally-owned modern Italian restaurant serving cuisine for the discerning palate, is excited to announce its Grand Opening. Executive Chef David Lazer Benstock returned to his hometown of St. Petersburg to bring a taste of fresh Italian cuisine to the community. IL Ritorno is located at 449 Central Avenue, downtown St. Petersburg. A Grand Opening celebration will be held on January 30th from 5pm – close, with complimentary appetizers, champagne and giveaways. Space is limited, so an RSVP is requested by those that wish to attend.

WHAT: IL Ritorno Grand Opening
WHERE: 449 Central Ave, St. Petersburg, FL
WHEN: Thursday, January 30 from 5pm – close (RSVP)

Meaning “the return” in Italian, IL Ritorno marks the homecoming of David Benstock. Benstock always dreamt of returning to his hometown, and accomplished many great things in the culinary world before doing so. After studying culinary arts at Johnson and Wales University in Colorado, Benstock went on to open Wolfgang Puck’s Spago in Colorado, worked at Michelin Star restaurant *The Modern* in New York City, and worked for some time in Venice, Italy. As he traveled through Europe, training under some of the best chefs in the world and honing his skills into an art form, Benstock found a passion for Italian culture and cuisine. This caused him to realize the importance of working with fresh, local ingredients – a concept he longed to pursue. Upon his return from Italy, Benstock worked at *Scarpetta* in Miami and, most recently, *Boca* in Tampa.

“St. Pete has always held a special place in my heart,” said Owner and Executive Chef David Benstock. “I always knew that I would come back some day to open up my dream restaurant in my hometown, and it finally happened. It’s good to be home.”

IL Ritorno features modern Italian cuisine for the discerning palate, offering dishes such as Short Rib Mezzaluna, Olive Oil Poached Cobia, Seafood Tagliateli and Porchetta – all made with freshest ingredients. A new shipment of seasonal and local produce and seafood arrives at the restaurant almost daily, resulting in an ever-changing menu that reflects the freshness of local products. Nothing is ever frozen and the quality is evident. From the personal service, including table visits from the Chef himself, to the interesting combinations and quality of food, IL Ritorno is destined to be a St. Petersburg favorite.

“As I worked in Italy, I lived the culinary dream of buying fresh ingredients every morning from the market, and I saw and tasted the difference that it makes,” said Benstock. “I will never compromise that quality. It’s something that St. Pete needs, and I’m glad to bring it to the table.”

IL Ritorno is located at 449 Central Avenue in St. Petersburg, Florida. The grand opening will be celebrated on January 30th at the location, with complimentary appetizers and champagne toast, and giveaways in which winners will receive a free bottle of wine. Due to limited space, a reservation is suggested and can be made by calling 727.897.5900. More information can be viewed online at www.ilritornodowntown.com.

Weekly specials are available from 5pm – 6:30pm. On Mondays, a prix fixe menu is available that includes soup or salad and a pasta dish for just \$22. On Tuesdays and Thursdays, guests can enjoy \$1 oysters and \$5 draft beers. On Wednesdays, guests receive \$10 off all bottles of wine. Reservations are always suggested.

IL Ritorno is open for dinner at 5pm Monday – Saturday. A grand opening will be celebrated late January. The menu is updated daily, and can be viewed online at www.ilritornodowntown.com.

IL Ritorno: Bringing a new taste of modern Italian cuisine to the community, IL Ritorno introduces new, interesting flavors and combinations that add elegance to a traditionally rustic genre. We want our food to be memorable and always enjoyed. Visit www.ilritornodowntown.com or call 727.897.5900.

Hype Group: Hype Group is a full-service marketing, advertising and public relations agency. Visit www.hypegroup.net.

Editors: For details, or to schedule an interview contact Brooke Boyd at brooke@hypegroup.net or 727.623.9085.

#