

Open for Business

Joe's offers New York pizza

By BETH FEINSTEIN-BARTL

SPECIAL TO THE SUN-SENTINEL

Joe Parisotti wants his new eatery to be the neighborhood pizzeria, the kind of place where families and couples can come in to chow down on quality food at affordable prices.

And things have already gotten off to a good start. Business, said Parisotti, has been good.

A steady stream of folks has been entering Joe's Pizza and Pasta since its opening in late January in western Miramar. "And we've been building up a regular clientele since then," Parisotti said.

The 86-seat restaurant sits inside the Shoppes of Miramar Commons, at 10992 Pembroke Rd. next to a Publix supermarket. The storefront is easy to spot. Its windows are adorned with red, white and green curtains — the colors of the Italian flag.

Inside, Parisotti has created a family-friendly atmosphere. Framed Italian art prints share space on the white stucco walls along with children's menus that have been colored by pint-sized customers.

In the kitchen, Parisotti oversees preparation of the meals with help from a cook and his parents, Maria and Sal. The family has plenty of experience preparing Italian cuisine, he said.

"My father owned restaurants in New York," Parisotti said. "I grew up in the [restaurant] business. We make all our sauces the same way we did in Brooklyn."

Pizza is made New York-style, too, he said. Other items on the menu include calzones, stromboli and pasta dishes. There are also specialty entrees such as Veal Marsala, Chicken Bianco, Shrimp Scampi and Calamari Marinara.

A 14-inch cheese pizza is \$8.

IF YOU GO

Joe's Pizza and Pasta is open 11 a.m. to 10 p.m. Monday through Thursday; 11 a.m. to 11 p.m. Friday and Saturday; and 4 to 10 p.m. on Sunday. Delivery and catering are available. For more information call 954-437-0224.

Gourmet pizzas with toppings like ham and pineapple start at \$10.50. Entrees range from \$8.50 for eggplant parmigiana to \$14.95 for Zuppa di Pesce.

A child's menu, for ages 12 and younger, is also available. Meals are \$3.95 each. Youngsters can have their choice of ravioli, stuffed shells, manicotti, spaghetti with meatballs or sausage and baked ziti.

"All of our portions are big and we always use top-of-the-line products," Parisotti said.

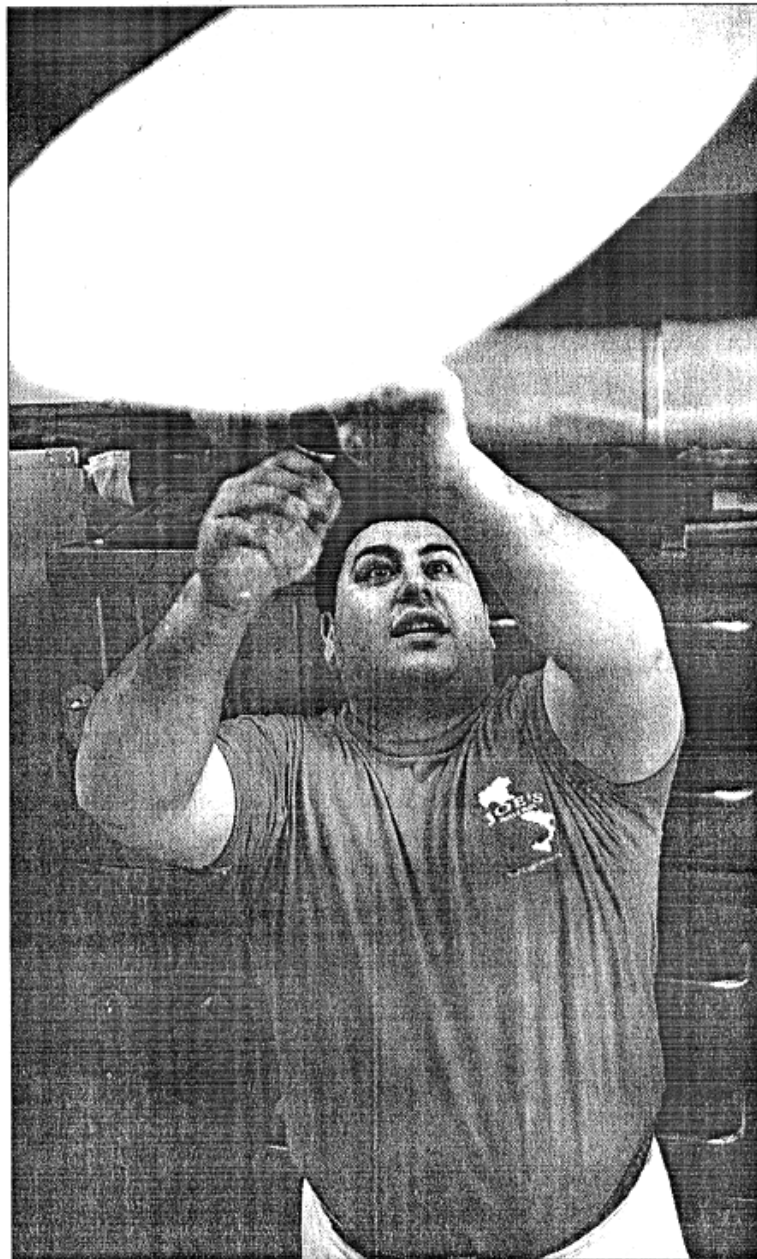
Joe's is the second restaurant he has owned. His last eatery, Tommy's in Pembroke Pines, closed 10 years ago. After that, Parisotti worked at several local pizzerias. Past jobs have included managing some of the locations for Antonio's, a chain in western Broward.

With Joe's, Parisotti is glad he's getting the chance to be boss again.

"I love this business," he said. "I've always wanted a place that I could call my own."

Margareth Roumain and Walter Duke, owners of Phone Booth USA, have been stopping by Joe's almost daily. The restaurant is a short walk from the cellular phone store, which recently opened in the same shopping plaza.

Roumain, a vegetarian, is a fan of the pizza. Duke likes everything. "I've never been disappointed with the food," he said. "The restaurant is quick, fast, clean, friendly and economical. I'm going to go through the entire menu."



UP IN THE AIR: Joe Parisotti, owner of Joe's Pizza and Pasta restaurant. He opened the restaurant at 10992 Pembroke Road in Miramar. Staff photo/Nam Y. Huh