

SEA CHAPMAN

Writer & Editor

In early 2016, a restaurateur named Vincenzo “Enzo” Auriuso contacted me about creating a résumé for him. (He did not have a previous résumé for me to work from.) Enzo explained he was negotiating with a business investor in order to get funding for opening a new restaurant in Queen Creek, Arizona. The business investor wanted to know more about Enzo’s work history before continuing their talks. In addition to creating his résumé in both Word and PDF format, I also I set up a free Wordpress site for Enzo so that we could showcase his work history as well as his personal history (which is relevant to the business). We also wanted to talk a bit about the all-star staff he had already lined up for the tentatively-named Antica Cucina Napoli restaurant.

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The site I created for my client can be viewed at <http://anticacucinanapoli.wordpress.com/>. I wrote all copy on that site, which is also shown below. I found all photos for Enzo’s site via royalty-free photography sites like unsplash.com and pixabay.com.

Benvenuto!

Piatto ricco, mi ci ficco!

Vincenzo “Enzo” Auriuso welcomes you to his vision for **Antica Cucina Napoli**, a uniquely authentic Italian dining experience unlike anything else in Arizona.

Antica Cucina Napoli will be the first brick-oven pizzeria in the entire Queen Creek and San Tan Valley region, and it will be the only fine dining Italian restaurant in this particular area that has **100% [Denominazione di Origine Protetta](#)** (“DOP” or “protected name of origin”) ingredients—and staff!—for the creation of every pizza and pasta menu item. A DOP pizza’s ingredients are all directly imported from Italy, from the regions in which those product names are recognized and protected by law. Following the standards set forth by the *Associazione Vera Pizza Napoletana*, Antica Cucina Napoli will prepare pizzas in a traditional wood-burning brick oven, using imported DOP ingredients and methods.

The dough of Antica Cucina Napoli’s pizzas will be made out of imported type 00 wheat flour, real Neopolitan yeast, sea salt, and natural mineral water. All pizza dough will be kneaded and formed by hand by an Italian pizzaiolo. The head chef will ensure that only the finest DOP ingredients are used to top our dough: fresh mozzarella di bufala; extra-virgin olive oil from Italy; garlic of Voghiera; San Marzano tomatoes; and basil Genovese. Antica Cucina Napoli’s pastas will also only feature DOP ingredients. All other menu items will be sourced from local and/or organic ingredients as much as possible.

Enzo wants Antica Cucina Napoli to radiate the Italian soul and become a fine-dining destination in the East Valley. This restaurant can easily set a new standard in the local food scene with its high-quality menu offerings and pleasing atmosphere. Let’s give this community a true taste of Italy!

Antica Cucina Napoli will specialize in the traditional brick-oven pizzas and other foods made famous in Naples and the rest of southern Italy.

Buon Appetito!

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Meet Enzo

Born and raised in Naples, Italy, Vincenzo Auriuso grew up surrounded by a cultural heritage that is known and loved worldwide. His father worked in the glass industry, and his mother was always to be found busy in the family's kitchen, carrying on the rich legacy of delicious homemade Italian cuisine. Vincenzo—who goes by Enzo—was carefully taught by his mother all of the secrets that go into preparing the fresh, delicious food that Naples (and Italy) has to offer.

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Enzo immigrated to the United States in 1989 with his family. They settled in New York City, surrounded by a vibrant immigrant community with distinctive food cultures representing each ethnicity in the city. That December, Enzo began working as a busyboy at [Caffe Napoli](#) in Little Italy. He was just 17 years old. His work ethic was obvious even then; he had been raised to embrace the ideas “do what you love” and “give your all.” Even as he began to find his place in American society, Enzo was grateful for his Italian roots.

As the bakery and coffee shop evolved into a restaurant with a full bar, Enzo became indispensable to Caffe Napoli's owner, Luis Fontana. Enzo worked as a barista, a bartender, and eventually became the general manager of the restaurant in 2000. In 2008, Mr. Fontana had Enzo transfer to become the new general manager for another (new) restaurant of his, [Giovanna's Ristorante Italiano](#), which Enzo successfully opened on Mr. Fontana's behalf in 2008. He was the general manager there for four years. Enzo became a business partner with Ciro Adamo in establishing another amazing New York pizzeria called [Little Luzzo's](#). Enzo also helped his parents open [Bella Napoli of NY](#) in 2015.

Enzo is excited to share the legacy of traditional brick-oven baked Neapolitan pizzas and other fine Southern Italian cuisine to the entire Queen Creek and San Tan Valley region in his latest venture, Antica Cucina Napoli. Enzo wants to base this business on honesty, hard work, and cultural-culinary passion. His experience in excellent restaurant management; training and supervising the best staff; providing a superior customer experience; and preparing mouthwatering [DOP](#) Neapolitan food mean that this latest culinary adventure is one you can't afford to miss!

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Enzo's Résumé

VINCENZO AURIUSO

EXPERIENCED RESTAURATEUR

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RELEVANT SKILLS & EXPERIENCE

Enzo is very knowledgeable in all aspects of creating, opening, and running a successful restaurant. He has experience with:

- Applying for and maintaining updated licenses (business license; liquor license; food and handling license; building license, when applicable; etc.).
- Obtaining and arranging all chairs, tables, kitchen equipment, etc.
- Ordering restaurant supplies (including liquor, paper products, condiments, imported ingredients, etc.).
- Opening, branding, and setting up restaurants.
- Negotiating and working with vendors and contractors.
- Interviewing, hiring, and training the most talented, capable staff (head chef, sous chefs, pizzaiolos, waitstaff, human resources manager, etc.).
- Managing staff schedules and restaurant hours.
- Creating/finding, testing, and implementing use of original, genuine Neapolitan recipes and menus.
- Overseeing the kitchen and dining room.
- Sourcing DOP (*Denominazione di origine controllata*), organic, and/or local ingredients for specialized menu items, as applicable.
- Handling cash flow and registers, including nightly deposits.
- Overseeing payroll and general bookkeeping.
- Using Clover POS and Adelo software for all sales and transactions.
- Developing and implementing safety and sanitation procedures.
- Arranging for third-party delivery service featuring online and mobile ordering (for [Little Luzzo's via Seamless](#)).
- Fluent in English (speaking and most reading/writing), Spanish (speaking/reading/writing), and Italian (speaking/reading/writing).

WORK HISTORY & REFERENCES

Caffe Napoli in New York City, New York

- Busboy (1989 through 1990)
- Barista (1990 through 1996)
- Bartender (2000)
- General Manager (2000 through 2008)

Giovanna's Ristorante Italiano in New York City, New York

- Opening manager/general manager (2008 through 2012)

Little Luzzo's Pizzeria in New York City, New York

- Co-owner and business partner with Ciro Adamo (2012 through present)

Bella Napoli of NY in New York City, New York

- Co-owner and opening manager of restaurant founded by Enzo's parents (2015 through present)

ESTABLISHED VENDOR RELATIONSHIPS

- Bindi Deserts
- Bari Restaurant Equipment (refrigeration, grills, stoves, walk-in freezers, cutlery, etc.)
- Ferraro's Food (wholesale ingredients)
- Ace Endico Restaurant Supplies
- L & V Wine Co.
- Premier Wine & Liquor
- Empire Wine & Liquor Merchant

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Meet the Staff

HEAD CHEF: SALVATORE LIMA

[Salvatore “Sal” Lima](#) is from Naples, Italy. He specializes in genuine Italian cuisine. He was once the head chef at Giovanna’s Ristorante Italiano in New York City, New York, and was recently featured on the popular Food Network Show, *Chopped* (episode entitled “Big Fish, Small Basket”).

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As per [the episode’s page on the Chopped Wikia](#), Sal “made Sautéed Seitan w/ Mushrooms and Peppers and Chili Sauce as his appetizer. The judges like his simple and easy-to-eat dish that has great layering of flavor, particularly Scott [surname Contant, a renown chef and the owner of the Scarpetta restaurants in Miami Beach, Florida, and NYC], who is reminded of dishes his family would make.”

Sal then “prepared Linguine Mare e Monti with Sautéed Beet Greens as his entrée. Sal cooked his pasta expertly, with the perfect amount of ingredients and integration of them in his dish. Scott considers it the best pasta ever made on the show.” Scott’s exact words were: “This ... this is perfect. [...] This is the best pasta we’ve had on here [this show].”

Sal is excited to create more beautiful, fresh, flavorful food that both honors his Neapolitan heritage and reflects the boundless creative spirit of the Mediterranean region. The quality of his work keeps customers coming back again and again!

PIZZAIOLO: LUCA VIGNONE

Luca Vignone is a DOP pizzaiolo who has worked for many years at one of the most famous pizzerias in all of Naples: [L’Antica Pizzeria Da Michele](#).