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## RESTAURANT REVIEW

### ANTHONY'S COAL FIRED PIZZA

# Taking Delray by oven

By Jeff Perlman

The right mix of ingredients is critical for any tasty recipe and Anthony Bruno, the founder of Anthony's Coal Fired Pizza, has not only created great recipes but a successful restaurant concept as well.

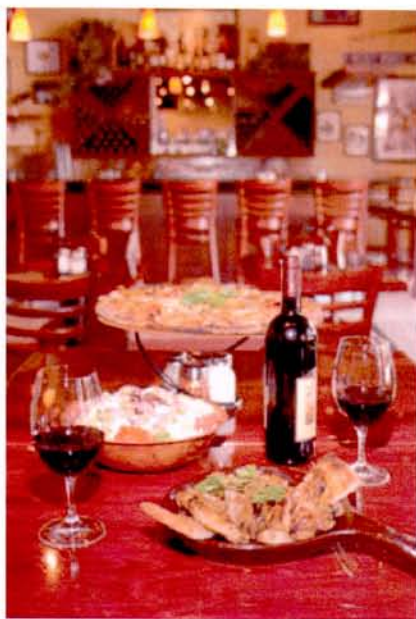
It appears that diners in Delray agree. Anthony's has been an unqualified hit, packing them in since opening in December.

Bruno attributes the concept's success to a combination of top-quality ingredients, authentic coal-burning ovens and personal service. Every pizza that's served at Anthony's South Florida restaurants is cooked in a proprietary 800-degree, coal-burning oven that provides a "well done" flavor — the chain's trademark.

"We've introduced the 'old world' art of making pizza in a coal-fired oven and we're happy to report that our customers can't get enough of it," Bruno proudly explains.

It began five years ago when Bruno, then the owner of the popular Fort Lauderdale restaurant Anthony's Runway 84, decided it was time to introduce the taste of coal-fired pizza to South Floridians. He felt that there was a great opportunity to create pizza that tasted just like the ones he used to get in Brooklyn.

The challenges were to find a good location and a way to build the perfect coal-fired pizza oven. A site was selected just a few miles from Anthony's Runway 84 — a Fort Lauderdale icon for more than 25 years. The restaurant was designed around a coal-burning oven which has become Anthony's trademark. The oven, fueled by burning anthracite coal, maintains a continuous temperature of 800 degrees, cooking each pizza in just four minutes. The result is a pizza with a crispy and flavorful crust



that complements the taste of the high-quality toppings.

The popularity of this unique pizza, as well as the ambiance that the staff creates at Anthony's Coal Fired Pizza, has helped the company build a loyal following. Today, customers are as likely to order the restaurant's coal-oven-roasted chicken wings topped with grilled onions or signature Italian-style salad, along with their favorite pizza.

There's also much more than the standard fare when it comes to pizza toppings at Anthony's. Customers can choose arugula or anchovies, prosciutto or pepperoni as well as Anthony's specialties like Margherita pie (tomatoes, mozzarella and fresh basil without sauce), White pizza (ricotta, mozzarella and Romano cheese) or the Eggplant Marino (named after frequent customer and business partner Don Manno's favorite choice of ultra-thin slices of eggplant dusted with Parmesan

cheese).

The popularity of Anthony's distinctive concept has motivated the restaurant company to expand northward into Palm Beach County, starting with its openings in Palm Beach Gardens, Delray Beach and Boca Raton. The company has selected sites in Boynton Beach and Pembroke Pines for future Anthony's Coal Fired Pizza locations.

Bruno has always stressed that his focus is on quality, not quantity. As additional restaurants open, he will be monitoring product quality to ensure that every pizza has the same great taste as the first ones in his original Fort Lauderdale restaurant.

He compares the restaurant industry to sports and points out that an athlete could be loved by the fans because of his good performance in one game, and then hated by the same fans because of a mistake in the next game. Bruno explains, "You're only as good as your last pizza."

Anthony's Coal Fired Pizza is located at 115 NE 6th Ave, Delray Beach. Open for lunch and dinner.

