



Because Italy Is

Just too Far Away!

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## After 29 years DeFelice Bros. Pizza is still "pizza worth going after" Want it delivered: no problem & no extra charge

DeFelice Bros. Pizza Inc. founder Dominic B. DeFelice a Shadyside native and lifelong resident, first introduced the Ohio Valley to "DeFelice Bros. Pizza," in September of 1982.

Since opening the anchor store in Shadyside - his hometown and where the family resides still today DeFelice has continued concentrating his personal and professional efforts on growing the family owned business in a positive direction while maintaining a focus on preparing top quality classic Italian-American cuisine that is delicious, nutritious, and convenient whether you are feeding a football team or are ordering for one.

"DeFelice Bros. Pizza, Inc. has always maintained a strong commitment to quality, consistency, cleanliness and an outstanding devotion to our customers," offered the local corporation's founder DeFelice.

"All our original recipes were dishes we had designed to serve our family and friends. While they have been adjusted for commercial use in our nine DeFelice Bros. Pizza kitchens, the ingredients we use and the techniques we employ remain true to our original recipes. They all have some direct connection to memories of the wonderful meals our parents, Ada and Tony DeFelice Sr., prepared for our family when we would all sit down to a meal together," shared the local entrepreneur.

"The high quality of our ingredients, and our focused attention to preparation details are some of the reasons why our pizza earned the national standing of "the Best pizza in the USA," said DeFelice, noting the importance of approaching preparation of DeFelice Bros. Pizza's menu selections in traditional "old world style."

The opening of the company's store in Shadyside in Sept. 1982 would prove to be a starting point for a successful family business with locations in Ohio and in West Virginia.

Today there are nine DeFelice Bros. Pizza stores and restaurant locations across Ohio and West Virginia. The stores are located in Shadyside, Martins Ferry, St. Clairsville, Wintersville, Wheeling (Bethlehem), Wheeling (Woodsdale), Weirton, Follansbee and Moundsville.

The product their successful business was founded on 29 years ago remains at the heart of its family style menu used today: top quality, handcrafted, made to order pizza.

The three DeFelice children grew up in a traditional Italian home filled with love and the aroma of favorite foods, where only the best of homemade foods made it to the family's kitchen table.

Today's menu has expanded to include a wide offering of individual items, including speciality pizzasa, pasta dishes, salads, sandwiches, calzones.

DeFelice has maintained an unwavering focus on making sure the items on his menu are of the best quality, and are being offered at the most affordable price point possible.

Being of service to the communities where DeFelice Bros. Pizza stores are located is something Dom DeFelice sees as a responsibility to be shouldered graciously and gratefully.

"We are very proud to support a number of community based charitable organizations through our individual stores as well as through our corporation," said DeFelice. "For several years now we have made it a practice at each store to work with schools, churches, parent groups and the like on fundraising efforts. To make the process easy for everyone we offer things such as fundraising pizza cards, gift certificates and donations in kind," he said.

When the first pizza was pulled from the oven DeFelice Bros. Pizza's founders believed their pizzas were truly among the best in the region, the nation and even internationally. DeFelice Bros. Pizza, with Dom leading the team into competitions, they have successfully earned a number of wins including the title "The North American Pizza Pizzazz" competition, and then went on to a championship win among an international field in Italy to earn the title, "Best Pizza in the USA".

"But the real measure of how good our food tastes is made daily by the people we work for: our customers. Theirs is the opinion that should and does matter most to us," said DeFelice.

Following through on his personal commitment to share his blessings with others, DeFelice announced plans for a charily memorial golf scramble benefitting the American Diabetes Association in memory of his mother, Ada DeFelice and his brother, T.J. DeFelice will be held in 2012, and it will be held in addition to the company's well-known fundraising effort built on the annual speciality sale of Valentine's Day heart shaped pizzas.

## DeFelice Bros. Pizza Marks 29th Anniversary

Plans for golf scramble benefit  
announced benefitting the  
**American Diabetes  
Association**

in memory of Ida and "T.J." DeFelice