

BY: Senator PHILLIPS

COMMENDING Iavarone Bros. upon the occasion of celebrating its 90th Anniversary

WHEREAS, It is the sense of this Legislative Body to recognize the achievements of those individuals and businesses which substantially contribute to the economic vitality of their communities and the entire Empire State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, it is the sense of this Legislative Body to commend Iavarone Bros. upon the occasion of celebrating its 90th Anniversary; and

WHEREAS, For the past nine decades, Iavarone Bros. has offered its loyal New York area customers the finest quality foods and products, and the highest standards of service; and

WHEREAS, In 1927, Pasquale Iavarone established Iavarone Bros., the first "Salciceria" in Brooklyn, New York; the store introduced its customers to the best old world delicacies; his tempting sausages, coppa and prosciutto quickly gained recognition throughout the city, and eventually throughout the nation; during the holidays, the demand was so great for Pasquale Iavarone's Italian Sausage that police barricades had to be set up outside the store to control the crowds; and

WHEREAS, By 1951, Pasquale Iavarone's sons, Joe and Jerry, took over the reins, and expanded the business with locations in Brooklyn, Queens and Long Island; the brothers continually sought out new ideas to entice the appetite; they met with Frank Perdue, and introduced chicken sausage; and

WHEREAS, In the early 1970s, a new generation of Iavarone brothers, Pat and John, opened new stores and continued with the legacy, bringing a rather new concept of "prepared foods" and hot catering to food connoisseurs on the run; and

WHEREAS, Pat and John Iavarone also started distributing their own fresh pasta, Iavarone Bros. Villa di Pasta, which became an exclusive line of fresh pasta products sold in all Iavarone Bros. stores; and

WHEREAS, Several years later, Pat and John Iavarone's brother, Joseph, Jr. joined the family business; they opened additional stores, including one in New Hyde Park, New York; Iavarone Bros. received acclaim and rave reviews by the toughest critics for their delectable food; and

WHEREAS, In early 2001, the Iavarone Brothers expanded this location to a full service upscale gourmet market, including a full selection of aromatic fresh baked breads, their own old world style exquisite cakes and pastries and a full fancy produce department; only the most inspired

food mavens have been selected to manage each department; and

WHEREAS, At the Lake Success Center in New Hyde Park, the Iavarones opened a cafe adjacent to the retail store; Iavarone Cafe has received great reviews by such reputable sources as **ZAGATS, Newsday** and **Great Restaurants of Long Island**; and

WHEREAS, In November 2004, their largest store opened in Wantagh, New York's Cherrywood Shopping Center, featuring a full seafood department, a full butcher, bakery, cheese, prepared food and produce department; and

WHEREAS, The Iavarone brothers soon began traveling the world to bring their discerning customers exciting, high quality items to import under their own label; their love for delicious food motivates them to constantly search for new and valued items to present their customers; and

WHEREAS, For the past 90 years, the name "Iavarone" has become synonymous with quality, value and impeccable taste in food; and

WHEREAS, Today, under the helm of fourth generation Iavarones, Christopher, Jonathan, Michele, and Joseph, Jr., is one of the largest and most highly regarded specialty food companies in the New York area; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges this exceptional business and its contributions to the local and State economies, fully confident it will continue to enjoy the sparkling successes it has experienced thus far; and

WHEREAS, It is the sense of this Legislative Body to recognize those businesses within the State of New York which contribute to the economic health and vitality of the communities they serve; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend Iavarone Bros. upon the occasion of celebrating its 90th Anniversary; and be it further

RESOLVED, That copies of this Resolution, suitably engrossed, be transmitted to Christopher, Jonathan, Michele, and Joseph, Jr., Iavarone Bros.