

# The Philadelphia Inquirer

Thursday, February 14, 2008

Table Talk:

## Slicing up City Avenue pie trade

By Michael Klein, *Inquirer* Columnist

City Avenue is getting so cheesy.

Entering the City Avenue pie wars is entrepreneur Tony Altomare, who on Feb. 22 rolls out the flagship **Tony Roni's** location at 4504 City Ave., across from Bala Shopping Center. On the first day, he plans to hand out free slices to folks in traffic.

Altomare, a former financial planner who went into the food biz 11 years ago with Tony A's pizza (now three locations), intends Tony Roni's as a franchise. Because Tony A's is a common name, he says, he decided to franchise under something new.

Menu will include salads, sandwiches and wraps. He hopes to open Tony Roni's in Center City, Havertown, Hatfield and South Jersey this year. Northern Liberties' Jesse Gardner, who also designed Cuba Libre and Vietnam, did the decor.



Pat Croce stopped by the grand opening to experience the excitement of **Tony Roni's** Flagship opening.