

# ROMA nel Piatto

## EAT AS THE ROMANS DO



PRESS RELEASE

### **New guidebook to lead tourists towards memorable food and wine adventures**

*Roma nel Piatto – Eat as the Romans do, the guidebook for tourists, with over 400 places where Romans usually go for food*

This restaurant guidebook published by La Pecora Nera Editore, edited by Simone Cargiani and Fernanda D'Arienzo, will be on sale on May 8 2008. It is the publisher's first English-language publication, but its underlying philosophy hasn't changed: **to eliminate all forms of conflict of interest with restaurateurs**, and to write exclusively for the benefit of its readers. In fact, all the eateries in the guidebook were visited in anonymity, and no advertising is sold to restaurants nor pizzerie. The guidebook focuses on places where Romans usually eat out, and suggests them to tourists, as opposed to other guidebooks that always list the same restaurants, all of which tend to have menus aimed specifically at tourists – and they're usually anything but typical

Total number of **places reviewed is 409**, of which 150 are restaurants, 51 are pizzerie, and a good 258 are gourmet shops, all subdivided into 15 "territorial" areas (12 in town and 3 out of town), and listed by categories and in alphabetical order.

The files have been set up as in the past Italian editions, and describe the small details of reviewers' experiences in each place in a straightforward and often ironic style, without sparing criticism where it's called for. They describe the cuisine, the environment, the service, the wine list and many other details that can help readers understand what they'll find there. There are also summary details such as the rating, the average price and the value for money. But readers mustn't just stop at these figures when choosing a restaurant, they should read the whole review. "This – says Cargiani – is this guidebook's added value. As we actually go to these restaurants, we can describe our experiences in detail. Our faithful readers have appreciated this over the years, and we feel that tourists who buy this new edition will also approve".

Among the restaurants listed, **Heinz Beck**, is once again number one: he rates a great 9½ (out of ten) with La Pergola of the Cavalieri Hilton. Second is **Antonello Colonna** with his restaurant in Labico. Third goes to both **Anthony Genovese** of Il Pagliaccio and **Fabio Baldassare** of L'Altro Mastai, true pillars of the restaurant business in the historical centre. Among the pizzerie, you can't miss **Bir & Fud**, **La Gatta Mangiona** and **Sforno**, but if you want to eat thin Roman-style pizza, don't forget **Da Baffetto** and **Da Gigetto**.

"We hope – says Fernanda D'Arienzo – that with this guide book we'll have contributed to promoting typical and high-quality gastronomy, and will have thereby also enhanced the image of the "Eternal City". We invite our readers to post their comments and suggestions on our website, [www.romanelpiatto.it](http://www.romanelpiatto.it), which we've now set up in a bilingual version".

*"Roma nel Piatto – Eat as the Romans do" is on sale in Lazio bookshops, at Rome newsstands and on [www.lapecoranera.net](http://www.lapecoranera.net) at the price of € 12.00. The publishers are also finalising agreements for sales on the major world on-line bookshops and main places tourists transit through, such as airports and train stations.*

*The guidebook is under the aegis of the Assessorato alle Politiche del Commercio e dell'Artigianato del Comune di Roma.*

**Press Office:** Amarena Company s.r.l. Via Clitunno, 55 - 00198 ROME  
Phone + 39 06 45439697 Fax +39 06 45439599 e-mail: [info@amarena.biz](mailto:info@amarena.biz)