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Pallotta's Italian Grill adds Healthy Options to Menu

by
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THE WOODLANDS, Texas -- Pallotta's Italian Grill, located in the Woodridge Shopping Center on the feeder of I-45 North is a hidden jewel in The Woodlands. This local favorite has been around for over 15 years, and like a fine wine, it only gets better with age. Pallotta's Italian Grill won, "#1 Best Italian Restaurant in The Woodlands 2010", a well deserved award, helping them to make the other 300 plus Italian restaurant owners in the Woodlands and surrounding areas stand up and take notice. To sweeten their year more, they were voted "# 4 Best Italian Restaurant" by KHOU Channel 11 News, beating out over 800 Houston area Italian restaurants.

Phil Nicosia has been running the restaurant for over 10 years, and he and his wife Heather took over ownership a little over a year ago. Since then, they have given the inside a face lift and incorporated a Tuscan color palette with lots of iron work and tapestries, further enhancing their guests dining experience. They continue to offer the same dishes on an updated menu, with all the same rich flavors that made them a success, while adding a few new appetizers, entrees, and tantalizing specials along the way. Most recently Pallotta's added a Weight Watcher Friendly and Healthier Options Menu, which has been a huge success! Who says "Italian Cuisine" and "Healthy" can't be in the same sentence? Phil and Heather both decided to join the program and were cooking special items for themselves daily, and collectively have lost over 75lbs so far. They decided to help others on their journey by offering an unofficial points menu first to the people they attended meetings with, and the news spread like wildfire; with the increased demand they introduced their new Healthy Options menu with 20 items to choose from, including a Zilch® sugar free margarita and some gluten free entrees as well; enticing their guests to, "Come to the Lite Side".

Despite a bad economy, and being in a city with one of the highest restaurant per capita, Pallotta's Italian Grill, has managed to succeed by listening to their community, being innovative with new specials, happy hour, and menus. In May 2010, they launched a \$5.95 lunch special that runs Monday through Friday from 11am to 2 pm. Monday is Spaghettini and Meatballs, Tuesday is Cheese Tortellini with Pavia (a house Alfredo), Wednesday is Lasagna Bolognese, Thursday is Cheese Ravioli, and Friday is Fettuccini with Pavia. All entrees come with green salad or soup with hot dinner rolls. In addition to their new lunch special they offer daily 30 items that are under \$10!

Phil states he wants, "Everyone to be able to enjoy lunch out with co-workers, or dinner with the family on a regular basis, not just when someone can afford to eat out. And of course we still have filet and specialty dishes for special occasions to enjoy as well."

Phil also introduced a new Happy Hour Monday through Friday from 3 p.m. to 6:30 p.m. with drinks starting at \$2.50, and a variety of "Happy Apps", for \$3.50. "The goal is to make it affordable to socialize after a long day at work."

Staying true to being a family man, Pallotta's also offers Kids Eat Free on Monday, with every adult entrée purchase, allowing families to have a night out together. With generous portions and deals like these, everyone can enjoy impeccable food without worrying about breaking the bank.

Phil and Heather are also tuned into the needs of their community and are passionate about giving back to those in need. In the past year they have raised money for the Montgomery County Women's Shelter, Montgomery County Food Bank, and supported local public schools, and churches. They also sponsored the 1st annual Run Away with My Heart 5k, which rose over \$8,000 for local charitable organizations. Additionally they sponsored Relay for Life, and David's Dream Run.

During the power outages from Hurricane Ike when they could have charged premium prices, Pallotta's instead pulled out every chair and table in the building and offered a small limited menu for \$5 a person, and cooked by candlelight for 2 days to feed everyone who had lost food, and was unable to go to any stores to shop. Phil thought ahead and ordered 800 lbs of dry ice to keep the freezer to temp, and was able to save as much food product as he could, even though thousands of dollars of food were lost. Phil even gave away a valued commodity to help people save food, or have cold drinks, simple ice which at the time was impossible to buy. Phil and Heather took the orders out front and served everyone during this difficult time in Houston. How many people do you know who would be so generous, when so much had been lost?

So, if you are looking for a family owned restaurant, where the food is made with love, served with a smile, whether it is for a special occasion or a night out with friends and family you have found your home at Pallotta's Italian Grill. This local gem is involved with the community, takes pride in the details, and treats every guest like part of the family. Something that is hard to find in a community of cookie cutter chains lacking those personal touches, fresh ingredients, and honest warmth that emanates in abundance from this local family owned Italian joint. Buen Appetito!

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