

Contacts: Lissa Gruman
Gruman & Nicoll Public Relations
E: getresults3@gruman-nicoll.com C: (425) 445-5332

Jenni Lauri, Marketing Manager, Vivo 53
E: Jenni@vivo53.com C: (310) 600-1202

FOR IMMEDIATE RELEASE:
November 9, 2015

VIVO 53[®]

CIAO BELLEVUE! **ARTISANAL ITALIAN PIZZERIA OPENS IN THE HEART OF THE CITY**



(Bellevue, WA) It's all about the dough for [Vivo 53](#), downtown Bellevue's new, high-end pizzeria and bar that officially opens today for Happy Hour and dinner. The proprietary, from scratch crust went through 4 years of testing and 3 master bakers before the exact recipe and process was ultimately determined, thus creating the ideal foundation for the premium ingredients that will top them. "I can honestly say that our dough is truly unique", says Vivo 53 Operating Partner and General Manager, Michael Howard. "The crust had to be perfect with exact rise and flakiness, crunch, soft buttery interior and rich taste." All pizze at Vivo 53 will be baked in the 17' high, wood-burning, stone-tiled cylinder oven, the centerpiece of the dining room. A rotating selection will appeal to vegetarians: **Roasted Mushroom** with Taleggio cheese, roasted garlic, caramelized onion and thyme and to carnivores: **"Spicy Sausage"** with fennel seed, Mama Lil's Kick Butt Peppers, mozzarella.

While pizza will capture the spotlight, Vivo 53 will also offer a selection of Italian-inspired Antipasti: **Salumi Board**, Bresaola, prosciutto, soppressata salami, lardo, country pork terrine and **Roasted Bone Marrow**, salsa verde and crostini.



Salads will highlight seasonal veggies to include the **“53 White Salad”** with fennel, Belgium endive, cauliflower, heart of palm, hazelnuts and white balsamic vinaigrette.

As a pizza alternative, Panini's- like the **“Green Goddess”** with mozzarella, tomato, watercress, avocado and half-dozen Pastas will rotate on the menu with choices both familiar and unique. Seafood from the region will be featured to include **“Uni Spaghetti”** with lobster stock, uni, garlic, shallots, fermented chillies, parsley and E.V.O.O.

Interactivity will be prominent in all corners of Vivo 53's lively, market-like space with seating options in the dining room, at the counter surrounding the pizza oven, charcuterie counter and at the 14-seat cocktail bar. The restaurant's décor was created by Los Angeles-based architectural designer, Greg Bleier of Studio Unltd, who brings a design aesthetic that reflects Vivo 53's urban setting. The “refined industrial” space utilizes brick, steel and richly-hued woods. As a whimsical nod to Italy, the brick wall showcases a mural of a Fiat pizza delivery car, painted by Seattle artist, Jeff Jacobsen of Weirdocult.



Bar Manager, Dan Yeisley, brings his mixology experience to Vivo 53's beverages producing craft cocktails that incorporate house made syrups, soda and tonic, and a curated list of drinks like his riff of the "**53 Manhattan**" using Rittenhouse Amaro Nonino, Fernet, Yellow Chartreuse and brandied cherry juice or the "**Near-Groni**" with Hophead vodka, Petal & Thorn Vermouth and Meletti Amaro.

The wine list will be concentrated toward producers from Washington, Oregon, California and Italy while beer; available on tap, bottle and can, will focus on local and regional breweries.

Vivo 53 consultant, Scott Gilkey of Eastside-based, Gilkey Restaurant Consulting, is very enthusiastic about Vivo 53's location. Says Gilkey: "Bellevue is exploding thanks to the growth of our region. When we first saw this site with the ivy-covered brick, I knew this place was meant to be a first class pizzeria. We are thrilled to be a new addition to the city and we look forward to serving great pizza for many years to come."

ABOUT VIVO 53

Vivo 53 is located at 504 Bellevue Square in Downtown Bellevue. The restaurant is open for dinner Sunday through Thursday 11am-11pm, Friday and Saturday 11am till 1am. Happy Hour is available daily from 3-6 pm and 9pm – close. Lunch is available Monday-Sunday, 11-4 pm. For more information, visit www.vivo53.com. Vivo 53 is on [Facebook](#), Twitter [@Vivo53Bellevue](#) and Instagram [@vivo53Bellevue](#).