

Café Martorano

When Café Martorano, South Florida's legendary Italian restaurant decided to open shop in Las Vegas at the Rio All Suites Hotel and Casino, resident owner/chef.DJ, Steve Martorano, hired Primetime PR and Marketing to help with the public relations, special events and branding of both locations. Known for its celebrity clientele and South Philadelphia –style Italian American cuisine, Café Martorano was hoping to establish the same reputation in Sin City as it has in Fort Lauderdale.

After opening to a star-studded bang during NBA All Star Weekend in February of 2007, Café Martorano has received rave reviews and was recently referred to as "The Godfather of Italian restaurants." Shaquille O'Neal Lorraine Bracco, Dan Marino, Ludacris, Gabrielle Union, Chaz Palminteri and Peyton Manning can't seem to get enough of Steve's famous homemade meatballs and have been spotted dining and dancing the night away. Those who don't live near either location can buy Steve's homemade sauce which will soon be hitting shelves around the country.

