

The Vitale and Napoletano Family Bio

The idea was born on our honeymoon: John Vitale and Alissa Napoletano-Vitale's 2012 honeymoon in Paris and Tuscany proved to be quite productive. Inspired by the crepes in Paris and the handmade pasta and fresh-roasted coffee in Italy, the Cresskill pair decided they wanted to open a restaurant in North Jersey, featuring European dishes. They began by launching Sogno Coffeehouse with Alissa's parents (Joe & Cheryl Napoletano) in November 2012 which quickly became a popular Westwood neighborhood spot for its sweet and savory crepes and in-house roasted coffee. Then in 2013, they expanded next door to open Caffè Anello, a 20-seat Tuscan-inspired eatery with an open kitchen and daily fresh-made pastas. In January of 2017 we added Johnny's Italian Market which served Fresh made donuts, pizza, Sandwiches and imported Italian products for two years until we sold all three spaces to move our Sogno/Anello concept across the street to bigger space on the corner of 11 Madison Avenue in Westwood. Lastly, during the fall of 2020 we finally got the opportunity to purchase a liquor license. The process of building a new bar provides a more casual atmosphere and additional seating on the Sogno side of our popular dinner venue.

John Vitale (Executive Chef) was raised in Somerset County New Jersey in an extended Italian family. "From Scratch" was a given in his home. The family cooked, baked, gardened, canned foods and made wine together. John loved the kitchen and was encouraged to try his hand at food preparation as a young boy. His inquisitive nature led him to learn about cooking methods and seasoning at a very early age. In college, at Elon University in North Carolina, John worked as a grill chef and created new dishes and new taste experiences for his fellow students. He worked at several restaurants to earn pocket money and observed food preparation and service filing away the information for the day he would own a restaurant of his own.

Alissa, Napoletano, a native of Park Ridge, handles baking of all of the desserts for Anello as well as the marketing and social media. She is extremely talented and it shows through her creative dessert combinations that are enjoyed by our customers. **Joe Napoletano** was no stranger to family business as he owned Keystone Appliances in North Bergen NJ for 62 years along with his parents and two brothers. Upon retiring in 2012 Joe and his wife Cheryl decided to join their kids in opening Anello. If you know Joe you will agree he definitely spices up his position as Matre'D of Caffè Anello and welcomes his customers like he would if they were coming to his home.

Before opening Sogno and Anello, **Cheryl** raised her two children Joseph Jr. and Alissa. Once both kids were in college, Cheryl pursued her true passion in Real Estate becoming a top Real Estate Agent for Caldwell Banker in Tenafly, NJ. Her years of experience in real estate aided in the search for the perfect location to open our business in Westwood, NJ. Currently, Cheryl handles the reservations and event planning for Caffè Anello