**Piri Piri Content (Text and Links) - all original writing**

HOME

Header

Restaurant name and logo: **PIRI PIRI** link to HOME

Social Media:

Follow us and tag your photos and messages with **#piripirinyc!**

Facebook icon

Twitter icon

Instagram icon

Pinterest icon

YouTube icon

Newsletter:

Sign up for our **Piri Piri Newsletter** (link to form) and receive our Chef’s recipe for \_\_\_.

Main Content

Visual

Content Box Left

Hours:

Tuesdays thru Thursdays 5 P.M. to 12 midnight

Fridays 5 P.M. to 2 A.M.

Saturdays 12 noon to 2 A.M.

Sundays 12 noon to 12 midnight

Closed Mondays

Reservations:

**RESERVE** (link to \_\_\_) a table now

Content Box Right

Map and Directions:

“Type your address in search bar within Google Maps.

Footer

Address:

**210 Mott St**

**New York, NY 10012** (link to Google Maps)

Telephone:

347-555-1234

Email:

[info@piripirinyc.com](mailto:info@piripirinyc.com)

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ABOUT

Restaurant name and logo: **PIRI PIRI** link to HOME

Background image: azulejo

*“Tell me what you eat and I will tell you what you are.” - Brillat-Savarin*

COMPLETE - Our Story

Welcome to **Piri Piri!** Our restaurant pays homage to the Bairro Alto district in Lisbon, a traditional working class neighborhood that became the bohemian heart of the city, where artists and writers, as well as urbane hipsters gather with friends for **fantastic food** (link to New York Times article) and **vibrant nightlife** (link to New York Times article).

In Portuguese, **Piri Piri** means “*pepper pepper*,” and we specialize in dishes with our signature Piri Piri sauce such as our **Churrasqueira Chicken** (link to Menu). We partner with local farms and vendors to use only the freshest meat, seafood, and vegetables, and we offer an extensive selection of **Portuguese wines and liquors** (link to Menu). Located in **Nolita** (link to Home), our neighborhood restaurant is designed in traditional Portuguese *azulejos* (ceramic tiles) with a warm and inviting atmosphere. We look forward to your visit. **Saúde!**

COMPLETE Our Team

**Chef - Ahmad Maddi** (link to LinkedIn profile)

Ahmad Maddi graduated from **The Culinary Institute of America** in New York (link to http://www.ciachef.edu/google-sub-new-york/). He has extensive experience in Portuguese and Spanish cuisine, spending 6 months in Lisbon under the tutelage of renowned chef **Jose Avillez** (link to http://www.joseavillez.pt/en/). His favorite dishes include his signature piri piri sauce.

**Sommelier - Allan Russell** (link to LinkedIn profile)

Allan Russell is a professional sommelier with a Level 4 Diploma from the Wine & Spirit Education Trust, “**one of the world’s leading providers of wine education**” (link to <https://en.wikipedia.org/wiki/Wine_%26_Spirit_Education_Trust>). He enjoys introducing people to the wines of Portugal, especially **vintage port wines** (link to Menu).

**Pastry Chef - Cathy Simmonds** (link to LinkedIn profile)

Cathy Simmonds was formerly an **actress** (link to<http://www.imdb.com/name/nm1949912/>) appearing in a number of critically-acclaimed short films until she traveled to Paris and fell in love with pastries. She enrolled in **Le Cordon Bleu** (link to <http://www.lecordonbleuparis.com/>) and graduated with a Diplome de Patisserie. She is known for her **Pasteles de nata** (link to Menu), a traditional Portuguese egg tart pastry.

**Manager - Looby Similien** (link to LinkedIn profile)

Looby graduated from Cornell University’s hospitality management program. She oversees the event planning of the restaurant. If you’re interested in hosting a birthday or corporate party at Piri Piri, please send your request to events@piripirinyc.com.

**Owner - Elizabeth San Martin** (link to LinkedIn profile)

Elizabeth San Martin, a graduate of NYU and former Global Marketing Manager, left her corporate job and decided to open a Portuguese restaurant after her Iberian travels. Inspired by her culinary experiences through her favorite Lisbon neighborhood, Bairro Alto, she opened Piri Piri in 2015, a place where locals and visitors alike could enjoy great traditional Portuguese food and drink in a warm and vibrant setting.

COMPLETE Our Reviews:

**What critics have to say**

“fantastic food” “vibrant nightlife” - **New York Times** (link to review)

“excellent food and wine” “great atmosphere” - **New York Magazine** (link to review)

“the piri piri sauce blows your mind” - **Time Out NY Magazine** (link to review)

“Chef Ahmad Maddi is a genius!” - **Food & WIne Magazine** (link to review)

“a NYC dining must” - **Conde Nast Traveler Magazine** (link to review)

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MENU

Restaurant name and logo: **PIRI PIRI** link to HOME

Cocktails and Aperitifs

Wine

**vintage port wines** (link from About page)

Beer

Appetizers

Salad

Soup

Seafood

Meat

**Churrasqueira Chicken** (link from About page)

Vegetarian

Coffee and Tea

Digestifs

Dessert

**Pasteles de nata** (link from About)

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