

**VOTED "BEST PIZZA IN THE EAST BAY"**  
**- CONTRA COSTA TIMES READERS POLL -**

**HOME OF THE  
TEAM PARTY!**



**LOCALLY OWNED  
BY ROCCO BIALE  
& FAMILY**

## **95 Years of BIALE Food History....and counting!**

For almost a century the Biale Family has been in the food, spirit and hospitality business in the San Francisco Bay Area.

After arriving from Italy, my grandparents, Giovanni and Virginia Biale opened Biale's Meat Market in 1922 on Connecticut Street in the Italian neighborhood of San Francisco's Potrero Hill District. In fact, to this day, *BIALE* is still tiled in the entry way in front of the old butcher shop.

Their three sons, Giacomo (Jack), Mario (my father) and Rudy all worked at the family butcher shop. Jack stayed in the butcher business his entire life. Mario and Rudy went on to open many restaurants, bars and clubs in San Francisco as well as Hawaii.

Not to be forgotten in our family's food history is my wife Jacquie Biale (nee Corrieo). Jacquie worked for her mother Maria Elena, who owned and operated the very popular Maria Elena's Mexican Restaurant in Concord for almost twenty years .

Our family opened Rocco's Ristorante & Pizzeria here in Walnut Creek in 1999, and in keeping with family tradition, all three of our grown children now work here at Rocco's. Dante, our oldest, is usually behind the bar or at the front desk. Dominic can be found in the kitchen, working the pasta station with great pride and Nina, our youngest, is busy in the dining room serving your favorite dishes.

We here at Rocco's take great pride in being a true, family owned and operated restaurant . A tradition that is sadly leaving our cultural landscape.

Our entire family & staff hope you enjoy your visit to Rocco's as we try to keep a 95-year tradition going...

**ARRIVEDERCI A PRESTO DA ROCCO!**

*"Fredo, you're my older brother and I love you, but don't ever take sides with anyone against the family again. Ever."*

~Michael Corleone, The Godfather

**2909 YGNACIO VALLEY ROAD AT OAK GROVE      WALNUT CREEK, CA 94598**  
**(925) 947-6105      FAX (925) 947-6106**  
**inferno3@sbcglobal.net      www.roccospizzeria.com**