

BOSTON, Sept, 13, 2013 /PRNewswire/ -- **Chef/CEO Steve DiFillippo** is the consummate restaurateur. With his award-winning

[Davio's Northern Italian Steakhouse](#)

brand firmly established in

Atlanta

,
Boston

,
Philadelphia

,
Chestnut Hill

,
Lynnfield
, and **Foxborough—with**
Manhattan

opening October 2013—DiFillippo has tackled the modern Italian restaurant. Now he shares his successful business strategy in his new book

It's All About the Guest: Exceeding Expectations in Business and in Life, the Davio's Way,

published by Lyons Press, an imprint of Globe Pequot Press, on
October 15, 2013

(ISBN 978-0-7627-9138-5,
\$26.95

, Hardcover,

www.stevedifillippo.com

).

It's All About the Guest

Written by Australian Business

This exciting, story-driven, fast-paced memoir and business book features intensively practical business-and-life advice. When is the last time you picked up a business book that was so engaging you couldn't put it down? The 5.9 million restaurant workers who dream of opening their own restaurant will value this book, but so will anyone who loves food and the restaurant industry, and who wants to make money and have the time of their life while doing it. It even offers twelve signature Davio's recipes, from **Davio's signature Kobe Meatballs and famous Bolognese, to gel Hair Pomodoro** **Julia Child's favorite An**

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It's All About the Guest shares DiFillippo's experiences on every interpersonal, financial, managerial, philosophical, emotional and technical lesson learned and encountered along his way to becoming a successful restaurateur. He also recounts the evolution of the

Davio's brand

from its small location on Newbury Street as a family-owned restaurant with local charm to its transformation as a popular fine dining destination. In his engaging manner, DiFillippo shares the stories behind such strategic business decisions such as reinventing the menu (including inserting many reincarnations of his mother's and grandmother's recipes), expansion, developing restaurant space, creating an award-winning wine list, and much more!

In 1985, at the age of 24, DiFillippo purchased his first restaurant, now the hub of a rapidly growing **\$50 million restaurant** group and a **\$10 million [Davio's brand food line](#)** sold in 3,000 markets in 40 states. Along the way DiFillippo has taken on

American Express

, gotten himself into

Time magazine

and

Newsweek,

cooked a rabbit for

Stevie Ray Vaughn

, whipped up some tasty eats at the Super Bowl—and that's just the beginning.

It's All About the Guest has already received advance praise from widely known athletes, chefs, and authors including:

"I have thoroughly enjoyed Steve's cooking during my career in Boston and had even greater pleasure getting to know Steve. Exceeding expectations is what he does best. I am sure people will enjoy this book as much as their experience at one of Steve's restaurants."

It's All About the Guest

Written by Australian Business

–

Tom Brady
, NFL Quarterback

"This book may be all about the guest, but it is also all about the extraordinary attention to detail in every aspect of running a successful restaurant that Steve DiFillippo does so brilliantly in this very personal account of his journey of hard work from the bottom up to head of a restaurant empire that epitomizes his passionate love of food."

–

Mary Ann Esposito
, Host of PBS
***Ciao Italia*,**
and author of
Ciao Italia Family Classics

"Steve is an amazing restaurateur and, with *It's All About the Guest*, he generously shares some of the secrets to his success. A fun read for anyone interested in the business, passionate about food, or just curious how life's lessons present themselves in some unexpected places."

– **Chef**

Ming Tsai

"During my Yankee years, Davio's was my favorite place to go after the battles at Fenway. Win or Lose! However, I must say the food seemed tastier after a victory. But on every occasion my party was always treated as if we were guests at Steve's home. Steve DiFillippo only knows how to treat people with respect. That's why

It's All About The Guest

is a must read, even if you are a Yankee fan." –

J

oe Torre, Major League Baseball Executive, Former Baseball Manager and Professional Athlete

To request a finished copy, please contact: Jessica DeFranco, Globe Pequot , 203-458-4646, jessica.defranco@globepequot.com

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It's All About the Guest

Written by Australian Business

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