



PICASSO'S
where great food is a work of art®

FOR IMMEDIATE RELEASE

**CUSTOMER DEMAND ENCOURAGES CAFÉ TO CONTINUE A FAVORITE
VALENTINE'S DAY PROMOTION**

Ready to eat; Picasso's offers love to go

Irwindale, CA (February 7, 2013) — For about \$25 per person, you can butter-up your buttercup at home with Picasso's Café, Bakery and Catering Co.'s five different ready-to-eat, mouth-watering prix fixe four course menus arranged by the talented owner and chef de cuisine, Vincent DeRosa, and executive chef, Paul Vincent Vigil. Each Valentine's celebration to-go package starts with appetizers, a specially designed side dish, salad and includes a choice of five complete entrees. Each is finished with a tantalizing grand finale, piece de resistance, homemade Maria's triple berry pie with Amaretto whipped cream, made by owner Maria DeRosa for dessert. Each entrée package for two also includes a suggested wine bottle pairing, also available to take home. Artfully packaged in heartfelt Valentine gift boxes and bags, dinners are available for purchase on the website or in the café through Thursday, February 14. Whether delivered or picked up, a special offer is extended for all orders placed by February 11 of two complimentary chocolate dipped strawberries.

Customers have been clamoring for the ready to eat to-go dinners since the New Year began. Picasso's Café, Bakery & Catering Co. is bringing back their Annual Valentine's promotion to satisfy the heartfelt needs of their customer's requests, by extending their hours to 5PM for dinner pick-ups. After a long-time customer asked for Picasso's Café to bring back the dinners so she could eat good food at home this Valentine's because it was the first year she was going to be without her recently passed husband, Picasso's realized it was definitely going to offer these specially priced take-home dinners for two again. Then they took it a step further presenting "Kids Eat Free" and a cute "Little Lovers" package selection for kids with your Take Home Dinner for Two purchase.

Marissa DeRosa, Executive Vice President of Picasso's stated, "Throughout our twenty five plus years in the community, we've heard of all kinds of reasons why people want to bring home our dinners instead of going out. This year seems more prevalent with the economy which is why we offered our packages at great price points and the Free Meals for Kids. Amazing stories of romance and marriage proposals over our dinners, and this year's heartwarming requests conveyed to us by our valued customers solidified our decision on bringing our Signature Valentine's Creations back."

Owner, Maria DeRosa stated “Picasso’s is blessed and honored to be a part of loving celebrations for families whether in our café or at our customer’s homes. We call it our Bring Home the Love Promotion and our entire team is behind it.”

Vincent DeRosa said “We are very proud of these packages and especially with the price at which we are able to offer them. We have never had five complete entrees to choose from at the special price of \$49.95...a fantastic deal considering everything that is included. Hearing our customers’ loving reasons for requesting our gourmet packages prove that our dinners are a quick, ready to eat, and cost efficient solution to feed your love.”

According to another Picasso’s Café customer, “I want to make this Valentine’s Day as easy, affordable, and relaxing as possible for my wife and I really want to keep the emphasis on quality family time.”

About Picasso’s Café, Bakery and Catering Co.

As the community’s largest local private catering company with over 25 years of business, Picasso’s is focused on providing our dining guests in Irwindale and catering guests worldwide, with quality food products and events, and consistent service at a competitive price. Picasso’s is committed to sustaining local growers and is guided by ecologically- and socially-responsible food choices and continues to be a conscientious industry leader in the community by giving back through our charitable initiatives. For more information, visit www.PicassosCafe.com. Follow Picasso’s on Twitter at @picassos. “Like” them on Facebook at www.facebook.com/picassosirwindale

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