



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

FOR IMMEDIATE RELEASE

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

Ready to eat; Picasso's offers love to go

Irwindale, CA (February 4, 2011) — For about \$35 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 salad and includes a choice of five complete entrees. Each is finished with a tantalizing chocolate sweetheart cake with truffle mousse filling and rich chocolate ganache icing for dessert. Each entrée also includes suggested wine pairings. Artfully packaged in heartfelt Valentine gift boxes, dinners are available for purchase on the website or in the café through Monday, February 14. Whether delivered or picked up, a special offer is extended for all orders placed by February 7.

Customers have been clamoring for the ready to eat to-go dinners since they disappeared from the menu after Valentine's Day 2008. After a three year hiatus, Picasso's Café, Bakery & Catering Co. is bringing back their annual Valentine promotion to satisfy the heartfelt needs of their customer's requests. After a long-time customer asked for "something he could bring home for dinner this year to my pregnant wife and two year old son who has recently been diagnosed with a rare blood disease similar to leukemia called A-plastic anemia" Picasso's Café realized it was time to bring back these specially priced take-home dinners for two along with tasty "Little Lovers" package selections for kids.

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." Marissa DeRosa, Executive Vice President of Picasso's stated, "Throughout our twenty-plus years in the community, we've heard 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".

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 \$69.95...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.”

About Picasso’s Café, Bakery and Catering Co.

As the community’s largest local private catering company with over 21 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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