

# MATTO

## BAR & PIZZERIA

Matto [adjective] [noun]  
crazy for food; mad for taste, wild;  
为食而疯狂的; 热衷于美食的;  
example sentence: We have  
a Matto for Italian food.  
我们酷爱各种美味的意大利  
I go matto when I am hungry.  
如果我感到饿了, 我会立即  
We had a matto night.  
我们有一个味道疯狂的时刻。



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## PRESS RELEASE

### MATTO Bar & Pizzeria

#### Authentic, fun Italian Experience Now in Pudong

[May 23, 2012, Shanghai, China] **MATTO Bar & Pizzeria**, a vibrant Italian eatery, is now open in Shanghai's landmark Super Brand Mall. MATTO is the latest addition to the JIA collection of award-winning hotels and restaurants and builds on the success of JIA's Issimo restaurant in Shanghai and 208 Duecento Otto in Hong Kong, both of which rank among the hottest tables in their respective cities.

Casually-chic in its simplicity, MATTO is a dynamic pizzeria and bar offering authentic Neapolitan-style pizzas, made-to-order pastas, hot grill dishes and a great menu of drinks. "We are passionate about serving only authentic Italian cuisine," explains Yenn Wong, owner of JIA Boutique Hotels. "MATTO will stay true to the traditional fuss-free style and offer guests fresh, simple, delicious Italian food, friendly service and a vibrant and welcoming ambience."

In Italian, "Matto" is a light-hearted term meaning 'crazy', 'mad' or 'wild'. "The name embodies the restaurant's unique personality and sense of fun," adds Yenn. "Situated in Shanghai's financial and business district, MATTO is a fun and away-from-the-normal dining and drinking experience that provides a refreshing contrast."

Resident pizza master Enzo Carbone is an acclaimed Naples-born chef who grew up in a family of trattoria owners. Continuing the tradition, Enzo brings over 20 years of culinary experience to MATTO having headed the kitchens of several award-winning restaurants around the world.

Honouring his artisanal ancestry and traditions, Enzo bakes each pizza in a custom-designed pizza oven imported from Naples, the birthplace of pizza. Determined to bring the authentic flavours of Naples to Shanghai, every brick and stone in the oven was shipped from Italy while an artisan was specially flown over from Naples to hand-build the pizza oven. "The oven's structure and dome are integral to creating the perfect Neapolitan pizza," explains Enzo. "The dome ensures there is even heat distribution throughout, giving the pizzas the distinctively fresh, fire-baked flavour."

The celebrated chef prepares each pizza according to the exacting standards set by *The Association Verace Pizza Napoletana*. Using recipes handed down for generations, Enzo's traditional Neapolitan pizzas contain buffalo mozzarella imported from Italy and only the freshest ingredients.

An interesting **Pizze** menu features a selection of all-time classics including **Margherita** (basil, mozzarella, grana padano), **Forcella** (Margherita with ham and mushrooms), **Marinara Caputo** (garlic, oregano and pecorino), **Secondigliano** (buffalo mozzarella, cherry tomatoes, Parma

ham and rucola) as well as a selection of 'Pizze Fritte' (fried pizza) which are crispy, delicious and unexpectedly light – these include **Montanara** (fried pizza Margherita), a classic pizza fritte and **Calabrese** (buffalo mozzarella, ricotta, sopressata, eggplant, black pepper). For diners in search of creative combinations, the **Tutto Matto** selection comprises a variety of custom-made MATTO-exclusive recipes.

MATTO's motto – “fresh ingredients, good, authentic Italian food and passion” – is reflected throughout its extensive menu. Aside from the award-winning Neapolitan pizzas, Enzo has created a palate-pleasing selection of delicious antipasti, salads, pasta dishes, soups, grilled meats and tempting desserts.

**The Antipasti** selection features season-fresh ingredients. Signature items include **Burrata** (imported fresh burrata from Puglia, vine-ripened tomatoes and rucola), **Parmigiana** (Neapolitan eggplant parmigiana with grana padano, tomatoes, basil and mozzarella) and **Capri** (vine-ripened cherry tomatoes, oregano, mozzarella, basil and extra virgin olive oil).

Handcrafted **Pasta** dishes are made daily using only fresh dough and include **Lasagna** (nonna's beef lasagne, mozzarella, scamorza, ricotta), **Gnocchi** (potato gnocchi, sausage, tomato, basil, provola cheese), **Fettucine** (egg pasta with mushrooms and a hint of cream) and **Pappardelle** (egg pasta with Bolognese sauce).

From the **Spiedini** and **Friggitoria** menu, guests can choose the **MATTO “Capatosta” Burger** (100% organic Angus beef, pork pancetta, tomatoes, lettuce, teleggio cheese and fries), **Polpette “My Way”** (meatballs, tomatoes and grana padano), **Costolette Di Agnello** (prime Mongolian organic lamb cutlets with homemade herb butter) and **Schiatti** (buckwheat, cheese and cauliflower fritters).

As the perfect complement, MATTO offers its signature dessert, **La Pazzaria All Nutella** (pizza with Italian chocolate Nutella) and more....

Capturing a lively, energetic vibe, MATTO's bar is destined to be Shanghai's latest hotspot. Catering to people who enjoy a tippie in a fun atmosphere, the dynamic drinks menu consists of over 150 select wines, premium spirits, Prosecco cocktails, beers and liqueurs. Bespoke cocktails such as **The Special** (draft beer, rye whiskey, simple syrup, aromatic bitters and Pastis), **Mojito Matto** (Bacardi, mint, fresh limes, syrup and Prosecco) and **Matto Shake** (vodka, espresso, dark Crème de Cacao, cream, lemon essence) add to the party vibe. Happy Hour at Matto is especially fun with a 2 for 1 offer on all cocktails, draft beer, draft Prosecco, soft drinks and house wines by the glass Monday-Friday from 5pm-8 pm. Let your hair down and get crazy with Matto!

For those who prefer a quiet escape, the breezy outdoor terrace provides a welcome respite from the hustle and bustle of Pudong after a day of work or shopping.

The stylish interiors, created by Darryl Goveas of Hong Kong-based Pure Creative International, represent an artful blend of industrial materials, tailor-made fixtures as well as geometric and organic shapes. Throughout the 253m<sup>2</sup> space and the 120m<sup>2</sup> outdoor terrace the designers have incorporated rustic, raw materials with a sense of play – such as natural wood, special pattern concrete wall, travertine from Italy and raw iron – while the ceiling, covered with European-style metal tin, makes a compelling contrast. The hand-sketched graphics and MATTO characters on the black walls add a subtle sense of fun and personality, bringing an

element of warmth to the overall design. “The design includes a number of natural elements to reflect MATTO’s unique personality,” explains Darryl Goveas, founder and director of Pure Creative International. “But there are also plenty of understated aspects and for guests to discover .”

**MATTO Bar & Pizzeria** is located at GF50 Super Brand Mall, 168 Lujiazui Xi Road, Pudong, Shanghai. Tel: +86 21 5081 0966. Website: [www.mattopizza.com](http://www.mattopizza.com).

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### **About JIA**

JIA is a collection of residential style boutique hotels and restaurants created for the design-conscious traveller seeking high standards of personal attention without formality or intrusion. They are quietly theatrical, eclectic, warm spaces infused with a sense of fun – each with their own personality and style but always providing an experience which is uniquely JIA.

JIA was founded by young entrepreneur Yenn Wong with the opening of the Philippe-Starck designed JIA Hong Kong in 2004 followed shortly by JIA Shanghai and its Issimo restaurant, Graze at Rochester Park in Singapore and 208 Duecento Otto restaurant in Hong Kong in 2010 - all of which, in a record time since opening, have achieved prestigious awards and worldwide acclaim. Yenn then expanded in Singapore with the early 2011 opening of Graze, Kha and Provisions at Martin No. 38, Singapore and the latest in the JIA collection is the recently opened Matto Bar & Pizzeria in Shanghai with a third restaurant in Shanghai, Capo, scheduled to open in September 2012.

For more information and interviews please contact **CatchOn Marketing Communications**. High resolution images can be downloaded from [www.jiaboutiquehotels.com/public](http://www.jiaboutiquehotels.com/public).

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