MEDIA ALERT

Sopranos Actor Makes Special Appearance at Two AJ's Fine Foods Locations
Frank Pellegrino brings New York to Valley Residents with Free Wine Sampling and Book Signing

WHAT: On Saturday, Jan. 31, AJ's will welcome Frank Pellegrino, actor and co-owner of the legendary Rao's restaurant in New York and Las Vegas, to its Phoenix and Scottsdale locations for wine sampling and cookbook signing events.

AJ's guests will get to sample Rao's recently launched line of Napa Valley Chardonnay and Merlot, previously only available at its exclusive New York and Las Vegas restaurants. Pellegrino also will be on hand to sign his new cookbook – *Over 100 Years of Italian Home Cooking.*

Rao's opened in East Harlem, New York, in 1896. The restaurant is famous for being impossible to get into, with only 10 tables that are booked months in advance by regulars and celebrity clientele. Pellegrino began working at the family restaurant in 1973, and has since authored two cookbooks as well as founded Rao's Specialty Foods, Inc., which sells premium pastas, sauces, olive oils, marinades and dressings. A second restaurant location was opened at Caesar's Palace in Las Vegas in 2007.

In his spare time, Pellegrino is an actor and singer. His acclaimed roles include playing an FBI agent on HBO's popular series, *The Sopranos*, as well as parts in Martin Scorcese's *Goodfellas* and Woody Allen's *Manhattan Murder Mystery.*

WHEN: **Saturday, Jan. 31, 2009**
Noon – 2 p.m. and 2:30 – 4:30 p.m.

WHERE:

AJ's Fine Foods	**AJ's Fine Foods**
7141 E. Lincoln, Scottsdale	**4430 E. Camelback Road, Phoenix**
Noon – 2 p.m.	**2:30 p.m. - 4:30 p.m.**

WINES: Rao's 2007 Napa Valley Chardonnay
The grapes for this wine are sourced from the Jamieson Canyon region of Napa Valley. A wonderful bright bouquet of green apples and pears is framed with the light toasty oak nuances derived from nine months in barrels. The wonderful smooth mouth feel and clean finish of this Chardonnay make it a classic food-friendly wine.

Rao's 2006 Napa Valley Merlot
A truly age-worthy wine, this Merlot has a very complex bouquet, a deep ruby color and ripe tannins on the finish. Aromas of black cherry abound accompanied by dark chocolate and fresh earth. Enjoy now or allow this wine to develop over the next five to eight years.

HOW: This event is free and open to the public. For more information, log onto ajsfinefoods.com.

MEDIA: *Please contact us prior to the event so we can set up photo clearance and issue media credentials.*

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