

Excellence in Business Awards Small Business of the Year Nominee Bio

Pizzadili's Deli and Catering/Winery



Pizzadili Family

Address: Deli & Catering: 2089 South DuPont Highway, Dover, DE 19901

Winery: 1683 Peach Basket Road, Felton, DE 19943

Primary Contact: Pete Pizzadili & Jean Pizzadili, Owners

Telephone: 302-697-9555 Deli & Catering / 302-284-Wine (9463) Winery

Email: pizzadiliwinery@verizon.net

Describe the business:

Mission/Philosophy:

To us, we want to provide the best which is homemade food, top rated customer service, and a family atmosphere. For those who haven't had the opportunity to have the Pizzadili experience, please come by and have a great time! We truly view each customer as a part of our extended family of friends and are committed to providing them with the event of your dreams! When you choose Pizzadili's, for your event, we focus our time, efforts, and attention on you & your special day. Ultimately, we want everyone to have the time of their life.

Primary good or service provided:

Deli & Catering:

Our deli provides are large variety of foods and each of these items is made with high quality materials and made at our deli. A long-time favorite of our customers are our Italian subs, "special" Italian subs, our homemade salads such as chicken salad, tuna salad, potato salad and so much more, and let's not forget our infamous homemade rice pudding! This is just a tiny piece of all of the amazing homemade food that our deli offers. Our catering business is much the same because we offer a very large variety of homemade foods to create the perfect menu for their event! We also make sure to let our customers know that if they would like us to make something special or unique for their menu then we will go above and beyond to make sure that our customers are happy. It's their event and we want it to be all that they had hoped.

Winery:

Our winery has over 20 different wines in hopes that with all of the many types of wines, you will be able to find one that appeals to your taste buds! We have red, white, sweet, semi-sweet, dry, and dessert wine and one is better than the next! As we have said before, we are extremely family oriented and it

even shows in the names we chose for our wines. For example, one of our red blends is named The Brothers' Table Wine which is of course named after the two brothers who started the winery. Another example is our sweet red wine which is named The Wives' Table Wine, which of course is named after the brothers' wives. We sincerely incorporate our family and the belief in family and community in every aspect of our life and our work!

Our winery provides a beautiful scenery and amazing atmosphere with a great deal of ambience! As you turn down our lane in Felton and drive down our long lane, we hope it gives each person the true feeling that they are entering a Tuscan Vineyard and Winery...much like the ones our grandfather, our nonno, worked and owned in Tuscany, Italy. Oh how we hope we are making him proud!

Number of years in business: Deli & Catering: over 50 years
Winery: 12 years

How did your business start?

Deli & Catering:

In 1956, Pete & Tony Pizzadili's parents brought them and their children to the United States for a better life. Their fathers' two brothers had already moved to the United States and became citizens. These two uncles wrote their brother to tell him that they could sponsor the family and that they had everything needed for the family to be sponsored in the United States and ultimately become citizens. At the time, to be sponsored in the United States, you needed to have a job and a home. The uncles built and opened the deli so that all of them would have a job. In 1967 after years and years of working at the deli, Pete & Tony bought this deli from their uncles and they expanded greatly on catering. Pizzadili's has been catering for a long time and has always placed a great deal of pride in making each and every event extremely special.

Winery:

The brother's father had always worked at and owned vineyards and wineries in Italy and he wanted his sons to start their own when they came to their new country. It was a dream. It took years for the brothers to be able to achieve their father's dream and gratefully, in 2005, that day came!

The Pizzadili family started planting in the vineyards and opened beautiful facilities for all sorts of events. This is truly the American Dream! My family are such proud Americans and it shows in all that we do for the community.

Number of employees:

Full-time: Deli & Catering: 2, Winery: 0

Part-time: Deli & Catering: 12 to 18 people, Winery: 2

Describe the growth of your business:

In staffing increases: Before, we opened the winery and catering facilities, we would need 8-10 people for a normal size event. Now the amount of employees we need is 12-18 people. It also depends on the time of year because during the Spring, Summer, and majority of the Fall, we need more to take care of the Winery and maintain it.

In Sales: Since we opened up our Winery Facilities, we have gone from 5 weddings/events our first year to 50 weddings/events this year. Also, in the beginning, our sales room mostly carried our wines only, but in the last few years we have expanded our wine-related merchandise & it has been received with an overwhelming positive response. Each year we have been adding more & more new & popular items to meet the requests of our customers & we will continue to do so!

Describe the challenges facing your business:

Overall Challenges: We are a family-run business & unfortunately the last 10 years has been extremely difficult on our family and businesses because Pete, Jeannie, and Wendy have been dealing with serious health issues. These life or death issues have made it not only so hard on us personally but it greatly affected our businesses since the Pizzadili family operates the daily operations and handles every aspect of our businesses. During these terribly difficult times, so very many of our friends & employees are like family who stepped up & helped Angela Pizzadili-Chow & Pete Pizzadili (when he became well enough to work). We truly feel extremely blessed to have such an amazing staff, supportive friends, & unconditionally loving family. These special relationships are everything to us & we could never be more appreciative. In our eyes, they are all a part of the Pizzadili Family!

Challenges for Winery: As many may or may not know, Delaware unfortunately doesn't have the optimal weather/climate & soil to grow grapes. It has been a large obstacle for our family through the years but mostly due to Pete's life long experience with working at vineyards & wineries in Italy with his father that we have been able to deal with issues and have had great success.

Describe a creative, imaginative or innovative process you have developed that has helped your business grow:

We are the epitome of a family oriented business & our family is everything to us. This is truly the motivation & drive behind our business! We sincerely want each & every customer to feel like they are our friend & hopefully like family because if they do, then they will know that they are our top priority & we will do everything we can to make their event everything they dreamed it could be & more!

What are the goals for your business in the next three to five years?

Our goals for the next 3-5 years are to hopefully build a larger indoor facility to allow us the ability to provide the public with indoor events year-round. We have also begun planning and having smaller events each month at the winery to provide the public with various types of events to have a nice time in a beautiful atmosphere!

What distinguishes your business from the others?

We believe that every business has their unique qualities that makes them different from others. But our family does, & has always, believed in supporting each & every business especially the (local) small businesses. We are a community and we should support each other & celebrate & encourage our differences. It brings so much to our communities &, above all, to Delaware.

What contributions have you made in the community?

The Pizzadili family believes strongly in helping our Delaware communities, programs, & residents by donating to local charities and organizations.

Serving on boards/committees: Pete: a board member of the Delaware State Fair; Jeannie: a former board member of the Diamond Dance Company

Serving as a volunteer: Unfortunately, cancer has deeply affected our family numerous times, therefore we have a relay for life team & our entire family is greatly involved in raising as much money as possible to fight this horrible disease.