

AA Rosette for Edinburgh pizza restaurant – again!

☒ An Edinburgh restaurant famed for serving up top quality log fired pizzas has made a positive start to the New Year by maintaining its prized AA Rosette food award. La Favorita on Leith Walk became the first pizzeria to be awarded the top industry accolade – which is usually reserved for such high end eateries – in 2009 and has secured the award for a second year running. The awards recognise the success of high achieving establishments and individuals and rosettes are given only to those who demonstrate mastery and excellence in food quality and service.

After making a secret visit to the venue earlier this year, the judges were highly impressed with the restaurant's use of traditional wood burning ovens, fresh use of ingredients and high quality of service.

Tony Crolla owner of La Favorita said: "To be the first pizzeria to receive the award last year was amazing, but the fact that we have managed to keep it for a second year running is simply fantastic. I have always believed that being a pizzeria does not mean that people should in some way expect basic food and our log fired pizzas are of the highest quality possible. I am often told that our pizzas at La Favorita are the best in Scotland and quite possibly the UK, so to have that recognised in the form of a Rosette is absolutely fantastic. Of course it is not just the pizzas, the hard work and dedication of the staff at La Favorita has played a large part in ensuring we have secured the award in 2010/2011."

☒ Tony believes that the secret to the restaurant's success is providing traditional log fired pizzas with rich toppings such as prawn, salmon, monkfish and buffalo mozzarella at reasonable prices – the most expensive pizza on

the menu retails at just £10.95.

The restaurant impressed the inspectors, with its use of fine produce and traditional wood-burning pizza ovens, as well as its contemporary décor and friendly atmosphere – demonstrating a degree of culinary excellence. According to the award grading, venues with one rosette offer excellent service and food standards, are consistent and have a greater precision and attention to the selection of quality ingredients, which is apparent in the cooking.

La Favorita has been an Edinburgh staple since opening its doors in 2003 and since then has gone from strength to strength with the venue and its pizza winning multiple awards, including two platinum awards in 2009 and 2010 for Best Independent Delivery Service in the Pizza, Pasta and Italian Food Association (PAPA) awards. Pizza lovers can grab a slice of award winning pizza either by calling into La Favorita on Leith Walk or have it delivered fresh to their door using their home delivery service.

For more information or to place an order customers can call 0131 555 5564 or visit www.la-favorita.com. More information can also be found on La Favorita's facebook page www.facebook.com/Lafavorita or on their twitter page www.twitter.com/edinburghpizza.