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The face of downtown Milton is changing—for the better. Recent improvements to the streetscape have made it a more attractive place to shop, and several new retail shops are coming to complement the good mix of existing stores. Milton's charming town core boasts a variety of goods and services, friendly clerks and comparative prices. Each week on this page, we invite you to meet and learn a little more about the background and philosophy of the individual stores, their services and their people.

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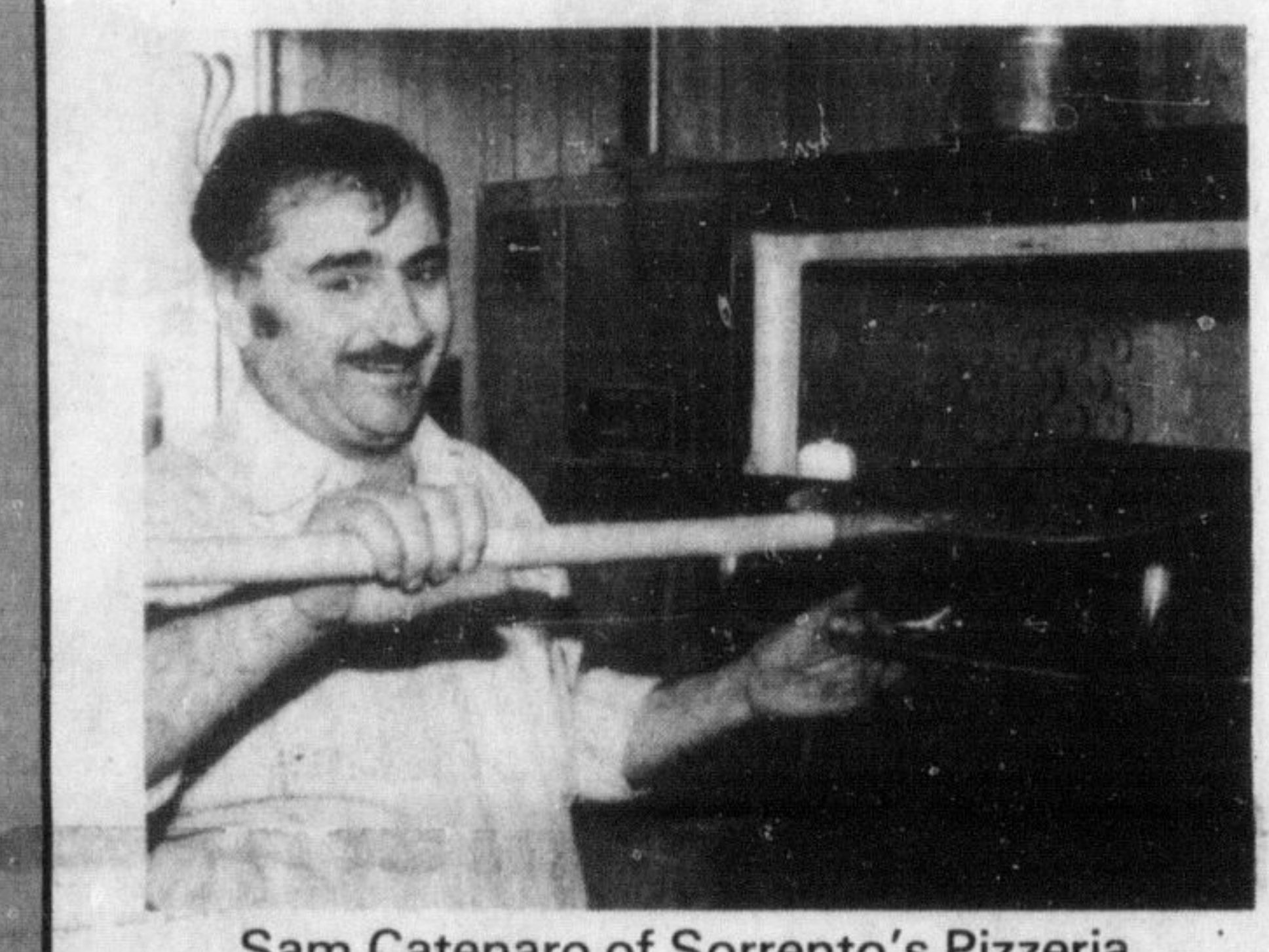


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SORRENTO'S PIZZERIA
by Linda Kirby

Pride is a very essential ingredient in a pizza made by Sam Catenaro.

"To me making pizza is an art. Besides, I don't make them, I create them," says the owner of Milton's newest pizzeria, "Sorrento's" at 190 Main St. Milton.

As owner-manager and chief cook, he emphasizes a product with a personal touch.

The dough and sauce recipes are his own. And as far as he is concerned, pizza is anything but junk food.

"Pizza is one of the most wholesome meals if it is done right," he explained. "I don't cut any corners and only the best go in."

Never does he use frozen goods, he said, pointing out there is no freezer on the premises.

The Italian native has only recently developed a career in the pizza business.

In fact, he has done everything else, but make pizza.

Twenty-four years ago he arrived in Canada with \$1.25 and a "Suitcase of dreams."

He has worked in factories, sold insurance and been a salesman in a number of fields.

"But never have I loved anything else as much as serving pizza and especially my pizza," he said.

Five years ago he opened a pizzeria with a partner in the United States called "Sam's".

"The response was good. People loved it. They were the happiest people to deal with. They told me they had never had a pizza like mine."

He decided to move back to Toronto and sparked by success and the encouragement of happy customers he made plans to open his own pickup and delivery shop in Milton.

Standing behind a hot oven for him is no chore. Quite simply, he loves his work.

"I love people, I love to serve them and I love to hear their comments. They can be good or bad comments. I just want to hear them."

And there are no limits on what creations Sam Catenaro will come up with.

If a customer has a particular preference, a favorite ingredient, Sam will make it.

"The customer names it and I make it."

"I like to see somebody walk away enjoying my food," he said. "That is why I emphasize personal service."

The shop was named by his wife, Loretta, after the small picturesque town of Sorrento on the Gulf of Naples.

The town, a favorite spot with Sam Catenaro is located just 80 miles away from his birth place.

Although it is Sam who is up each morning to knead the dough and prepare the sauce for the pizzas, his wife also plays an important role in the operation.

A full-time sewing machine operator in a Toronto factory, she comes home each evening and prepares the lasagna, ravioli, gnocchi, cannelloni, spaghetti and rigatoni that are also sold in the pizzeria.

Like her husband, she takes considerable pride in her culinary delights and allows nobody else to prepare the dishes.

The couple have two sons, Mario, 18 and Tony, 14, who help out in the shop on occasion.

But Sorrento's remains very much a husband-and-wife team effort.

"My wife and I love this. It is something we would hate to give to anybody else to do, who doesn't feel the same enjoyment as we do in preparing the food," explained the owner.

There are no plans to open any more pizzerias he said.

He worries a larger operation would mean less personal service.

A Toronto resident, he does plan to eventually move to Milton. The couple have fast made friends in the town and he is full of praise for its residents.

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BOYS — reg. \$22.95 NOW \$19.95

ALSO — Odds 'n' Ends Running Shoes \$14.95 to \$19.95

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12 noon to 3 p.m.
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All of above served with juice and non-alcoholic beverages and a choice of toasted English muffins or potatoes.

"Milton's Eating and Meeting Place"
Mill St., Milton 878-6680



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248 Main St. Milton, Ont. 878-3454

Look Who's Here —

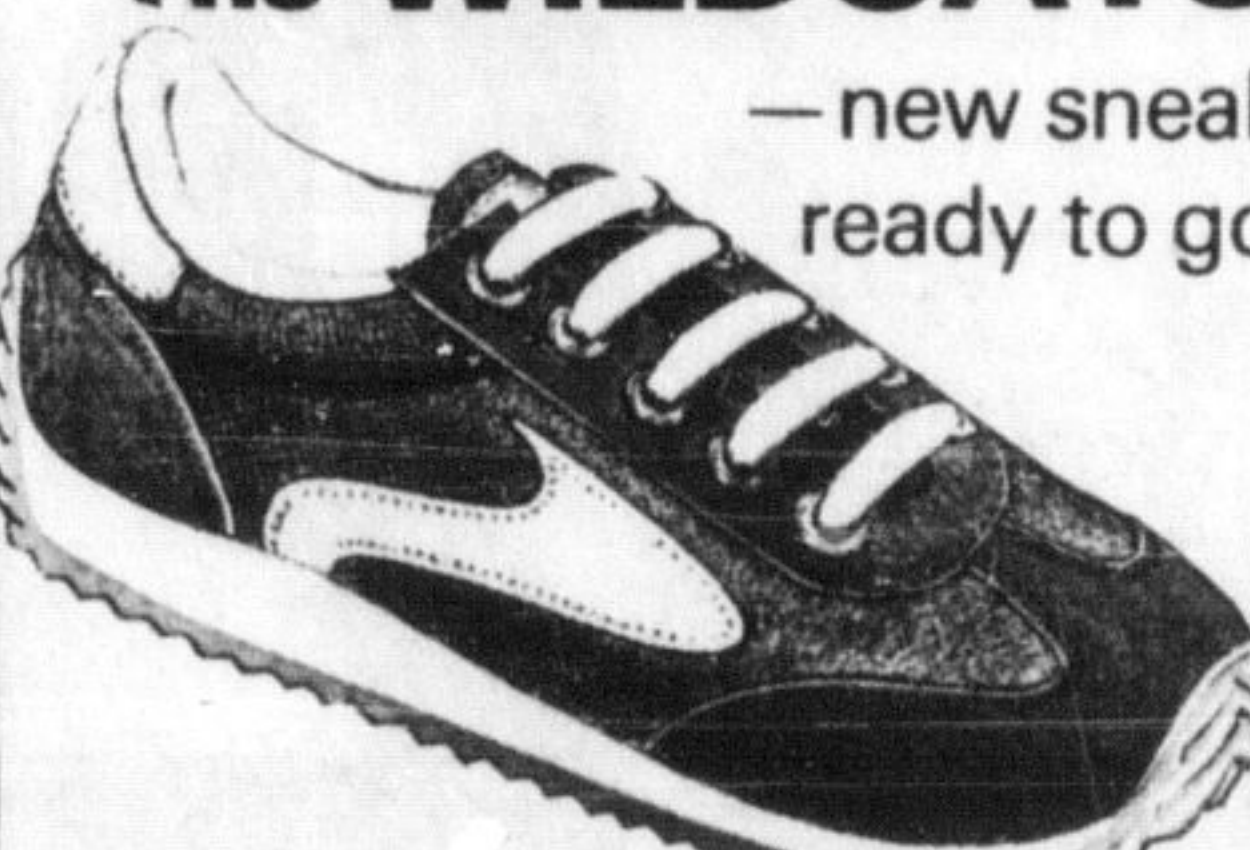


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- Pizza
- Lasagna, Ravioli, Gnocchi, Cannelloni, Spaghetti, Rigatoni
- Sandwiches: Veal Cutlet, Sausage, Meat Balls

HOURS: Mon-Thu 11 a.m.-1 a.m.; Fri 11 a.m.-2 a.m.; Sat 4 p.m.-2 a.m.; Sun 4 p.m.-12 p.m.

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