



## VB3 RESTAURANT & BAR

201.420 4VB3

Jersey City, NJ – Spring 2013 –

VB3 Restaurant & Bar and VB3 Pizzeria, located in the Monaco building in the “Gold Coast” area of the Jersey City waterfront recently celebrated their first anniversary and continue to garner acclaim from both critics and their growing fan base. In the short time since opening in May of 2012, VB3 has received 3 ½ stars from the Star Ledger, helped keep people fed during super-storm Sandy and had their Executive Chef, Michael Colletti honored as one of the top five chefs in the state, by NJ Monthly.

Under his inspired direction they serve small-plate style meals rooted in classic family recipes and made with locally-sourced ingredients. In addition to modern seasonal Italian cuisine, VB3 boasts the best nightlife and bar scene around. Local residents and businesses know where to go for food and fun, whether they are looking for pizza and a beer during the game, a nice romantic dinner, or need to cater a 100+ person event. And now every Sunday they host a Brunch Prix Fixe with two courses, two cocktails, unlimited coffee and an option to upgrade to open bar! ...Any day of the week is a good day to stop by VB3!

At VB3, family is the key ingredient. Chef Michael Colletti and his cousins/business partners, all with backgrounds in restaurant ownership and management, realized their collective dream of opening a place in their home state of New Jersey. Chef Colletti stated, “We are very excited to have the opportunity to open our restaurant where we can share our passion for food and family in New Jersey, the state we all grew up in. It is also important to us to be able to support local purveyors by using their fresh, Jersey-grown or created items in my signature dishes.”

At VB3 Restaurant, customers will find an array of fresh, seasonal Italian food served small-plate style, ranging from \$8-25, including: antipasti like shrimp milanese, salads, artisanal pizzas, house-made pastas, all your favorite proteins, veggie dishes and of course decadent desserts. The Lunch menu offers its own special treats, including the famous VB3 Burger and more. Those looking for a liquid-lunch will find themselves comfortable at the large, custom-made bar where they can choose from an ever-changing variety of seasonal, artisanal beers, unique cocktails and everything in-between. The drinks are kept frosty thanks to the amazing, ice-coated Chill-Rite system and served on an incredible lava-top bar!

Chef Colletti hails from prominent restaurants in New York City, such as Sirio Maccioni’s Le Cirque and Drew Nierporent and Michael Bao’s Mai House. After that time he headed south, to Washington DC, where he played an integral role in opening and running both Good Stuff Eatery and We, The Pizza with celebrity chef and longtime friend, Spike Mendelsohn. Together they battled on Iron Chef and served countless Hill Dwellers, from interns, to senators, to the President and First Lady! This allowed for Chef Mike to show his philanthropic side, participating in the Let’s Move! Campaign spearheaded by Michelle Obama, as well as Horton’s Kids Foundation and DC Central Kitchen.



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## VB3 FACT SHEET

**OPENING DATE:** April 2012

**LOCATION:** 475 Washington Blvd., Jersey City NJ, 07310

**PHONE:** 201.420.4VB3 (4823)

**CHEF/OWNER:** Michael Colletti

**OWNERS:** Michael Colletti, Gary Leff, Rickey Leff, Giuseppe "Big Joe" Russo, Giuseppe "Little Joe" Russo

**SOUS CHEF:** Brian Lacayo

**GM/EVENTS:** Giuseppe "Big Joe" Russo

**MIXOLOGIST:** John Sergentakis

**WEB SITE:** vb3restaurant.com

**HOURS:** **RESTAURANT**

**Monday– Saturday**

LUNCH 11am–4 pm

DINNER– 4pm–12am

LOUNGE: Friday–Saturday 12am–3am

HAPPY HOUR: Monday–Friday 5 pm–7 pm

**PIZZERIA:** Daily 11 am – 11pm

**Sunday**

LUNCH 11am–3 pm

DINNER– 5pm–10:30 pm

**CUISINE:** **RESTAURANT:** Modern Seasonal Italian with a focus on fresh, locally sourced ingredients served using a small plate concept. 3 ½ Stars –Star Ledger.

**PIZZERIA:** Jersey style, family pizzeria using old family recipes and fresh ingredients available for take-out, delivery, online ordering and eat-in

**BEVERAGE PROGRAM:** A full bar featuring Artisanal and local craft beers, hand-crafted Italian-style cocktails, extensive wine list. Special Chill-Rite Beer dispensing system and Shock-a-Vodka Frozen dispensing system are in place to deliver beverages at ideal temperature.

**DESIGN:** **Architect:** Axis **Design:** Reva Sloan

A sleek, sophisticated and modern space featuring white textured "wave" wall and mosaic tile walls and a large bar with "orange liquid lava" bar top.

**PRICE RANGE:** **Lunch/Dinner:** Small Plates \$8 to \$20; Desserts \$8

**Beverage:** Beer: \$5–\$10; Cocktails: \$6 –\$15; Wines: Glass \$7–\$15 Bottles: \$20–\$60

**SEATING:** 135 total (Restaurant: 80, Bar: 30, Outdoor: 25)

**CATERING/EVENTS:** Residential/Corporate Catering available. Restaurant available to book for private events/corporate meetings.

**PARKING/TRANSIT:** Street/Garage in building. Walking distance from Path Train and public transportation.

**ADDITIONAL INFO:** No reservations / All major credit cards accepted / Wheelchair access



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MICHAEL COLLETTI  
EXECUTIVE CHEF/OWNER

Chef Michael Colletti, recently named a Top 5 Chef by NJ Monthly, began his culinary journey at a young age. He grew up watching his grandparents and father, who migrated from Sicily, preparing the family recipes with home grown ingredients such as figs, cardoons and persimmons. This early influence and curiosity led him into the family business — where it all started with dough — when he studied bagel-making at his father's side and then learned the ropes at his cousins' pizzeria, *Villa Borghese*. The discovery of his natural palate and affinity for cooking led him to attend the Culinary Education Center in Asbury Park, NJ. Degree in hand, he soon worked alongside iconic New York chefs Sirio Maccioni of the world renowned *Le Cirque*, as well as Drew Nieporent and Michael Bao at *Mai House*. During Chef Colletti's tenure as Chef de Cuisine at *Mai House*, the restaurant was awarded two stars by Frank Bruni of *The New York Times*, and named among the *Top 10 Best Restaurants in New York City* by *The New York Times*. He spent more than two years at *Mai House*; during that time Chef Colletti traveled throughout Vietnam for several months to study the local food and culture, and was chosen to guest chef at the 5-Star *Renaissance Hotel* in Kuala Lumpur, Malaysia.

After five years in New York, he decided to join friend and celebrity chef Spike Mendelsohn in Washington D.C. at the Sunnyside Group. There he would play a vital role in the conceptualization of Chef Mendelsohn's restaurant, *Good Stuff Eatery*, located in Capitol Hill. With the national success of *Good Stuff Eatery*, Chef Colletti was invited to participate in *Food Network's 2009 Food & Wine Festival "Rachel Ray Burger Bash"*, in both Miami and New York, where he earned back-to-back victories for his creation of the "Colletti Smokehouse Burger". *Food Network* then invited Chef Mendelsohn and Chef Colletti to compete in an episode of *Iron Chef America*, where they would "Battle Prosciutto" versus world famous *Chef Michael Symon* in an episode that aired in March 2010.

Chef Colletti was then given responsibility for opening and overseeing operations at the second Spike Mendelsohn venture, *We, The Pizza*, also in Capitol Hill. *We, the Pizza* became an instant sensation, and within three months of opening was voted one of the "Top 50 Best Pizzerias in America" by *USA TODAY*.

First Lady Michelle Obama, a frequent visitor and supporter of both restaurants, requested Chef Colletti participate in preparing several White House luncheons serving the President and staff members. Through this affiliation, he became part of the "Lets Move!" campaign created by Mrs. Obama to combat childhood obesity. In addition, while living in Washington, D.C., Chef Colletti was proud to be involved with *Horton's Kids Foundation* and *D.C. Central Kitchen*. As a result of his supportive efforts, Chef Colletti was asked to attend the *2011 Capitol Food Fight*, in which he was awarded second place by celebrity chefs Anthony Bourdain, Eric Ripert, Tom Colicchio and José Andrés.

After three successful years in Washington, D.C., he decided to move back to his home state of New Jersey to pursue his own restaurant vision with his cousins. The resulting collaboration is *VB3 Restaurant and Bar & VB3 Pizzeria*, located in Jersey City in *The Monaco* building. Carrying on in the important garden to table tradition, the restaurant features Chef Colletti's creative, modern cuisine based on family recipes using locally-sourced New Jersey ingredients.

Since opening, VB3 and Chef Colletti have received numerous honors and accolades from press and public alike. They were awarded 3 ½ stars by the Star Ledger and positively reviewed by Jersey Bites, Dish Crawl and many others. Perhaps most noteworthy of all, was his being named as a Top 5 Chef by NJ Monthly magazine.

Chef Colletti was born in Elizabeth, New Jersey and raised in Manalapan. When not in the kitchen, he enjoys researching new dishes, listening to music and hunting for the freshest ingredients (...and Jordans).



**GIUSEPPE "BIG JOE" RUSSO  
OWNER/GENERAL MANAGER DINING ROOM**

Giuseppe (Joe) Russo is the General Manager of VB3 Restaurant. In this role he will be responsible for the day-to-day management of the restaurant and special events. Joe comes to VB3 as an experienced entrepreneur and restaurant owner of Villa Borghese II in Helmetta, NJ, with his cousin, "Little" Joe Russo. Five years after opening, that business has blossomed into a profitable venture. He grew-up working at the family restaurant and pizzeria, Villa Borghese. Joe holds a Bachelor's degree from Rutgers the State University.

**GIUSEPPE "LITTLE JOE" RUSSO  
OWNER/GENERAL MANAGER PIZZERIA**

Giuseppe (Joe) Russo is the General Manager of VB3 Pizzeria. In this role he will be responsible for the day to day management and finances of the VB3 Pizzeria. Joe comes to VB3 as an entrepreneur and restaurant owner beginning his career at the young age of 15 working in the family restaurant/pizzeria business. For six years he managed Villa Borghese in Fords, New Jersey and then he and his cousin, "Big Joe" Russo opened Villa Borghese II in Helmetta, NJ. That business has blossomed into a profitable venture. Joe is a graduate of Rutgers the State University with a Bachelor's degree in Finance.

**JOHN SERGENTAKIS  
BEVERAGE PROGRAM MANAGER**

John Sergentakis joins the VB3 team as Beverage Program Manager. At VB3 John will be responsible for creating the wine, beer and cocktail list with Chef Mike Colletti, featuring hand-crafted Italian style drinks, and overseeing bar staffing, training, drink pairing and bartending. John is a seasoned Bar Manager and Mixologist with more than 11 years of experience at notable restaurant/bars in New York including Asiate at the Mandarin Oriental, Dos Caminos, Mercer Kitchen, TAO and Eve Ultra Lounge. John has become a specialist in tequilas and has completed various wine courses. John is also an active actor and model making appearances on Law and Order SVU, various Comedy Central shows and advertising for Mark Ecko.



**GARY LEFF  
PARTNER**

Gary Leff is the Founder and President of G. Leff Security Systems. Gary became an entrepreneur at the age of 18 when he started G. Leff Security after briefly working for a security company in high school. G. Leff Security Systems is a full-service security company that provides a wide range of alarm systems, fire alarm systems, card access, audio/visual and central monitoring services to residential, industrial and commercial clients from Virginia to Boston since 1980. In 2005, Gary expanded his business by establishing divisions that service luxury multi-residential apartments and high-rise luxury apartments. G. Leff Security Systems is located in Cliffwood, New Jersey and has 22 employees. With his enterprising spirit still going strong, Gary has entered a new and different business venture with his close friends/partners, opening VB3 Restaurant and Bar & VB3 Pizzeria in Jersey City, New Jersey. Gary took a lead role in the concept, design and construction of the business while his restaurateur partners are responsible for the day-to-day operation of the business. Opening a restaurant has been a long-time dream of Gary's that has now come to fruition. Gary currently resides in Long Branch, New Jersey.

**RICKY LEFF  
PARTNER**

Ricky Leff is currently Vice President of G. Leff Security Systems where he is responsible for supervising field staff and overseeing the service department in all aspects. G. Leff Security Systems, founded by his brother Gary, is a full service security company which provides a wide range of alarm systems and fire alarm systems, card access, video surveillance and central monitoring, serving residential and commercial clients from Boston to Virginia for more than 30 years. In addition to G. Leff Security Systems, Ricky is a partner in VB3 Restaurant & Bar and VB3 Pizzeria, a joint venture with his close friends/partners. Ricky began his career at United Parcel Service (UPS) in 1977, and spent 18 years delivering packages to commercial and retail outlets, until he left in 1995, to join G. Leff Security Systems. Ricky resides in Toms River, NJ with his wife and two children.



# PRESS

**VB3: SOPHISTICATED NOT STUFFY – TERESA POLITANO  
STAR LEDGER/ NJ.COM**

[http://www.nj.com/entertainment/dining/index.ssf/2012/09/vb3\\_sophisticated\\_but\\_not\\_stuf.html](http://www.nj.com/entertainment/dining/index.ssf/2012/09/vb3_sophisticated_but_not_stuf.html)

**VB3 OPENS IN DOWNTOWN JERSEY CITY – ADAM ROBB**

[http://www.nj.com/hudson/index.ssf/2012/05/vb3\\_opens\\_in\\_downtown\\_jersey\\_c.html](http://www.nj.com/hudson/index.ssf/2012/05/vb3_opens_in_downtown_jersey_c.html)

**VB3 – MODERN SEASONAL ITALIAN CUISINE IN HIP JERSEY CITY –  
VERONIQUE DEBLOIS – JERSEYBITES.COM**

<http://www.jerseybites.com/2012/05/vb3-modern-seasonal-italian-cuisine-in-hip-jersey-city/>

**TOP 5 CHEFS 2013 – TERESA POLITANO – NJ MONTHLY**

<http://njsections.travidia.com/SS/Page.aspx?secid=128114&pagenum=34&sstarg&facing=false>

**DISHCRAWL JERSEY CITY – HOT FROM THE KETTLE – BRENDA TY**

<http://hotfromthekettle.com/blog/dishcrawl-jersey-city>

**DISHCRAWL JERSEY CITY – VIDEO FROM HUDSON COUNTY TV**

<http://hudsoncountytv.com/news/dishcrawl-held-in-jersey-city/>

**PROGRESSIVE DINING WITH DISHCRAWL IN JERSEY – VERONIQUE  
DEBLOIS – JERSEYBITES.COM**

<http://www.jerseybites.com/2013/05/progressive-dining-with-dishcrawl-jersey-city/>