



News Release

CITY MANAGER'S OFFICE

For release: 09/06/2018
Contact: Laurie Mullens
972-899-5131 / 940-597-3721
lmullens@highlandvillage.org

1000 Highland Village Road
Highland Village, TX 75077
www.highlandvillage.org

Salerno's and Rift to Reef Aquatics to Open in Highland Village Town Center

Highland Village Town Center will soon be home to Salerno's and Rift to Reef Aquatics. Salerno's, a long-time area Italian staple, is scheduled to open in the southwest corner of the Highland Village Town Center shopping center. Salerno's is part of the Salerno Pizza Company owned by Morris and Michael Salerno.

"Mike and I are looking forward to the rebirth of Salerno's and partnering again in Highland Village. This location is the perfect place for our rebranding. We will be keeping many of our classic dishes, and revamping a lot of others, stated Chef Morris Salerno, Jr. "Our emphasis will be on using the freshest ingredients while making homemade pastas, breads, and pies. I'm so excited about being able to put my own touches on the new menu."

New features coming to the new Salerno location are a wood burning pizza oven, a chicken rotisserie and a Tuscan like outdoor patio giving it a true Italian atmosphere. The new Salerno's is anticipated to open mid-January 2019.

Directly next door will be Rift to Reef Aquatics, a freshwater and saltwater aquarium design and installation store. Rift to Reef Aquatics is known as Denton County's premier aquatic pet and ecosystem retailer. Rift to Reef is currently serving existing clients and anticipates opening the store to the public in October 2018.

"The success of Painted Tree Marketplace has generated interest in Highland Village Town Center," stated city manager Michael Leavitt. "The opening of Salerno's and Rift to Reef brings two long-standing end-users that provide a quality product in aquarium supplies and an exceptional family-owned Italian restaurant that will make this center a destination for Highland Village and the surrounding area."

"We value our partnership with the City of Highland Village and their role in helping us bring a popular locally owned restaurant and a full-service aquatics retailer to Highland Village Town Center," said Lauren Bottonari, senior leasing representative for property owner Brixmor Property Group. "These relevant retailers will continue to transform the center into a shopping destination that respects and serves the needs of the Highland Village community."

About the City of Highland Village:

Highland Village, rated #2 in D Magazine's Best Suburbs edition, is an upscale community on the shores of Lewisville Lake. Highland Village has maintained a strong property and sales tax base, evident in the recent upgrade to a AAA bond rating. Ranked as the safest city in north Texas for many years, Highland Village is a highly educated, family-oriented community with an average household income in excess of \$160,000. Highland Village enjoys a strong sense of community pride; residents are active, utilizing the many trails, parks, shopping and dining venues within the city. Homes are lakefront, custom built with a \$362,323 median assessed value. Further information is available at www.highlandvillage.org.

About Salerno Pizza Company:

Salerno Pizza Company opened Salerno's in Flower Mound in 1985, and it has been in the same location, with a couple of expansions, ever since. Salerno's was one of the first restaurants to open in Flower Mound and received the very first liquor permit issued in Flower Mound. Morris and his cousin Michael opened the restaurant and ran it together until Morris opened The Grotto in Highland Village in 1994. Mike has been overseeing the operation at Salerno's, which has grown into a local staple. Morris and Mike have both been involved in virtually every local charity over the years, hosting dinners, sponsoring teams, providing food, gift certificates, etc.