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Bello's

FAMILY IS EVERYTHING

Mangia! Bello's is an Italian restaurant located in Philadelphia Pennsylvania, started by a family wanting to honor their grandparent's recipes. The menu is made up of classic Italian dishes that the owner's grandmother would cook to feed her eight children. Bello's homemade pasta brings even more authenticity to the Italian environment along with their many choices of local meats and cheeses for a personalized charcuterie board. Bello's is a place that embraces family and community, they offer a training program for aspiring chefs every month, getting them ready for the competitive restaurant industry and teaching them their signature family's recipes along the way.

Bello's concept was inspired by the restaurant's origins mixed with the modern environment of Pennsylvania. Coming from a little town in Italy, the owner's grandparents brought not only their traditional Italian dishes, but their 'family is everything' mentality that greets every mouth to feed with a warm hug and a full plate of pasta. Bello's prides themselves on their fresh pasta made daily, shown through hand done icons of various kinds of pasta, Bello's fully embraces the one-of-a-kind shape each pasta takes in their kitchen. The restaurant's owners came from a large family, full of all sorts of characters, but weather they were sisters, brothers, or neighbors, they were considered family. The mixture of multiple typefaces to create the logo, titles, and wall graphics in the restaurant show the exciting, varied, and lively group of Italians in the family. Bello's wanted to bring as much of the personality of their grandparents into the restaurant as possible so both the cookbook and the graphics throughout the restaurant contain classic Italian phrases often heard from their grandmother in the kitchen. The grandparents were anything but quiet so the graphics for Bello's were made to support that loud and enthusiastic spirit.

The menu board is made up of a thin piece of wood with the logo laser cut on the bottom. The wood is stained a warm chestnut color to bring out the red in the various brand elements throughout the restaurant. Bello's wanted bold design which called for a striking color palette of white, black, red, and occasionally orange. While very colorful people, their grandparent's kitchen was filled with the classic white porcelain dishes, creating a clean canvas for their bright red pasta sauce to be painted across. The simple color palette mixed with the various type forms and hand done icons create a bold but personal identity that Bello's family prides themselves on.

BRAND IDENTITY | PACKAGING



1216 SPRUCE STREET
PHILADELPHIA, PA 19107

BAKED EGGPLANT

Sliced Eggplant, baked and topped with Marinara sauce, homemade fresh mozzarella, basil and olive oil / 8

SALSICCIA

fennel chicken sausage stuffed with goat cheese over broccoli rabe and cannellini beans / 8

CALAMARI GRIGLIATI

grilled squid over greens, tomatoes, capers, black olives, lime vinaigrette / 13

MELANZANA SICILIANO

Thin sliced eggplant layered with fresh mozzarella, Pecorino Romano, plum tomato sauce, and basil / 12

GRILLED BRANZINO

cannellini beans, caper, pepperoncini, wild mushroom / 26

{carpaccio}

Raw, grass-fed beef tenderloin, lemon, olive oil, shaved parmesan, arugula / 13

ROASTED CAULIFLOWER

cauliflower florets, garlic, chili powder, parsley, parmesan, olive oil, lemon / 8

ANTIPASTO PLATTER

Cappicola, cured ham, Genoa salami, marinated Italian artichokes, roasted red peppers, Cippolini onions, olives, mild cherry peppers, fresh mozzarella and provolone cheese / 9

STARTERS

PASTA

ENTREES

WINES

Robbie grew up going to Eagles games with his dad. Soft pretzels and cheesesteaks might have been Robbie's introduction into the culinary arts as a kid but after four years of culinary school he has grown well beyond stadium food and is now perfecting his cooking skills here at Bello's.

MEET THE CHEF

INSALATA

CAPRESE

tomatoes, fresh mozzarella, basil, balsamic glaze / 6

ARUGULA

Poaches pears, candied pecans, pickled red onions, fresh and aged goat cheese, Champagne vinaigrette / 9

AGRUMI

Arugula with mandarin orange, red onion and an orange dressing / 10

REDS

VILLA VALENTINA

(Tuscany, Italy)
A true Super Tuscan. This wine is 100% organic. It is bright ruby in color with notes of dark cherry, strawberry, black cherry, and finishes with vanilla undertones 9 / 32

PARDUCCI CABERNET 2015

(Mendocino County)
A bold, well balanced red. Fruity aromas and appealing flavors of pomegranate and blueberry 8 / 30

ZOMBIE RED ZINFADEL

(Italy)
Very dark in color, almost black-purple. Aromas of dense black fruits and hint of herbs. Complex and rich flavors including cinnamon, cola and dried fruit. 8 / 28

CARMENET CABERNET SAUVIGNON 2015

(Sonoma)
Aromas of berries and chocolate, this deep red wine rounds out the palate with spice and vanilla, ending with a smooth lingering finish (Sonoma) 8 / 28

SILVER CREEK MERLOT 2015

(San Jose, California)
Medium-bodied wine with cedar vanilla overlaying ripe currant and plum flavors. Light tannins flow smooth, spicy, and supple 8 / 28

WIPES

PINOT GRIGIO

(Italy)
Soft citrus and melon notes. Nice acidity and minerality give it the bright, I could drink it any time, taste! 7.5 / 26

YEALANDS SAUVIGNON BLANC

(Marlborough NZ)
Passion fruit and guava with hints of herbs black currants, balanced with grapefruit and a crisp finish 8 / 28

LAGARIA CHARDONNAY

(Italy)
Delicate aromas of pear and tropical fruit and spice 7 / 25

WILLIAM HILL CHARDONNAY

(Central Coast, CA)
Buttery texture with bright tropical fruit 7 / 25

JJ MULLER RIESLING

(Germany)
crisp apples, limes, and passion fruit with a hint of honey 8 / 23

LAMBRUSCO

(Italy)
The semi-sweet and slightly fizzy classic 6 / 22

SPARKLING & SWEET

PROSECCO

(Veneto, Italy)
Sparkling with crisp citrus flavors 8 / 22

JJ MULLER RIESLING

(Germany)
crisp apples, limes, and passion fruit with a hint of honey 8 / 23

LAMBRUSCO

(Italy)
The semi-sweet and slightly fizzy classic 6 / 22

OUR FAVORITE ITALIAN WINES

MONTEPULCIANO 2015

(Tuscany, Italy)
Pomegranate, spice and a tart finish with earthy notes, red cherry, and soft tannins 7 / 25

LUNA NUDA RED BLEND 2016

(Alo Adige, Italy)
A blend of Cabernet, Merlot and Lagrein, this wine is a deep ruby color with intense aromas of dark cherries, licorice and dried fruit. 8 / 28

DAVINCI CHIANTI 2016

(Tuscany, Italy)
Dark fruit flavors and aromas of cedar 7 / 28

W I N E S

WINES

PASTA

- PAPPARDELLE WITH SHORT RIB RAGU**
Beef short rib braised with red wine, tomatoes, garlic, herbs / 24
- Veal Gialonda**
Veal with mushrooms, peas, goat cheese in a red sauce with linguine / 15
- CAPELLINI POSITANO**
Angel hair tossed with fresh tomatoes, olive oil, garlic and fresh basil / 15
- ADD CHICKEN** + \$6
- LINGUINE E VONGOLE**
Linguine with baby clams, white wine, olive oil, garlic and Italian parsley / 14
- RICOTTA CAVATELLI ALLA VODKA**
ricotta cream sauce sautéed with prosciutto & pancetta / 18
- MANICOTTI**
ricotta filled tubes of pasta, topped with sweet tomato sauce & mozzarella / 16
- PORCINI RAVIOLI**
house-made ravioli filled with porcini mushrooms & cheeses in a light cream sauce / 30
- CHEESE RAVIOLI**
Traditional style Ravioli stuffed with Ricotta, Parmesan and Romano cheese, served with our homemade Marinara Sauce / 13
- LOBSTER RAVIOLI**
Ravioli stuffed with Lobster in a vodka sauce with Shrimp chunks / 20
- CHICKEN & CHEESE STUFFED BIGARONE**
Cheese stuffed in our rigatoni with chicken breast strips and spinach in a roasted red pepper (Paglia) cream sauce. Topped with fresh mozzarella / 20
- FARFALLE PRIMAVERA**
Sautéed garlic, zucchini, onions, carrots, asparagus and cherry tomatoes with virgin olive oil, tossed with farfalle pasta / 15
- CLASSIC TORTELLINI**
tortellini stuffed with a mix of aged Italian cheeses and topped with your choice of marinara, creamy marinara or Alfredo sauce / 12
- TABELLINI**
mushroom ragu, truffle oil, pecorino romano / 18
- PESCATORIO MEDITERRANEO**
Culinary squid, mushrooms, white wine / 15
- PIZZETTI AL FORNO**
seasoned blend / 16

HERO'S MUSSELS

Pancetta Basil, sautéed in white wine, basil, garlic, and tomatoes with chopped pancetta / 16

GRIGLIA DI MARE

Jumbo shrimp and sea scallop grilled to perfection and dressed w/ a touch of extra virgin olive oil and fresh lemon juice / 17

SEALED SCALLOPS

seafood parer with dandelion greens, accompanied with truffled lemon

CHARCUTERIE BOARDS

all boards are served with bread and crackers 16 / 24

pick 3 or 6 from the cheese and meats & add 2 accompaniments

CHEESE

CHEDDAR • PROVOLONE • MANCHEGO
GORGONZOLA DOLCE • PECORINO
PARMIGGIANO REGGIANO • GOUDA
BRIE • HOUSE ROLLED GOAT CHEESE

MEATS

FELINO • SALAME BAROLO • HOT COPPA
PROSCIUTTO • SPANISH CHORIZO
SERRANO HAM • SOPRESSATA

ACCOMPANIMENTS

FIG JAM • WHOLE GRAIN MUSTARD
DRIED KIWI • DATES • MIXED NUTS • HUMMUS • BASIL PESTO
HOUSE MARINATED OLIVES

SIGNATURE BOARD

Our favorite arrangement of cheeses & meats, served with seasonal accompaniment / 11

ITALIAN SPECIALTY

prosciutto di parma, parmigiano reggiano, salami, mortadella, olives, and giardiniera / 11

CHEF'S BOARD

changing daily, the chef's selection of cheeses and meats / 10

INSALATA

Beilo's

POSTLUPIAN COOKBOOK

VIRGINIA DE NIRO

MANGIA

PASTA

It's all in a family owned restaurant in the heart of Naples. The recipe for Beilo's homemade pasta has been passed down through three generations. Although we are a family owned restaurant, we open our arms to everyone. Beilo's restaurant is open to all. We're here to help you make the most of your traditional, handmade dough. Not only do we want to share our recipes with you, but we also want to help you learn our kitchen every month to teach them as much as we can about our kitchen recipe.

Our family wants to share our best kitchen possibilities along with our delicious recipe. We really appreciate it when you have our grandmothers classic Italian cooking recipe and a touch of being the holiday we of course pay tribute to the Italian Food of the Roman Empire. When you visit the restaurant we will have them on hand to make any of our grandmothers favorite that you had enjoyed in every year.

Our pasta isn't the only thing that makes Beilo's special, we strive everyday to share our passion for and affection for our community. Our ancestors came to this country over 100 years ago to start their life in America. With very little to start with, our grandmothers and grandmothers raised their large family in a small home in Pennsylvania, and every night there was more than enough food on the table. Our grandmothers were always welcoming people from the community to join our family dinner, they were never hesitant to share their food. There are some of the recipes that we special in with from our grandmothers pasta recipe to feed the family.



BUTTA LA PASTA

THROW THE PASTA IN THE WATER!

PASTA SALAD WITH TOMATOES & CORN

YIELD 4 SERVES
PREP 10 MINS
COOK 30 MINS

PREPARATION

1. Whisk 4 tablespoons oil, vinegar, basil and garlic to large bowl to blend.
2. Heat remaining 1 tablespoon oil in heavy large skillet over medium heat.
3. Add corn, cook 3 minutes.
4. Add corn to dressing to bowl.
5. Add tomatoes, peas and cheese to bowl and toss to blend.
6. Season salad with salt and pepper.

INGREDIENTS

- 1/4 cup olive oil
- 1/4 cup vinegar
- 1/2 cup fresh basil, chopped
- 1/2 cup garlic, chopped
- 1 cup corn kernels
- 1/2 cup peas
- 1/2 cup cheese, shredded
- 1 cup pasta, cooked
- 1/2 cup ground Parmesan cheese

PAIRS WELL WITH
Charcuterie, a soft crustal olive with honey lemon sauce



CHE BEILO!

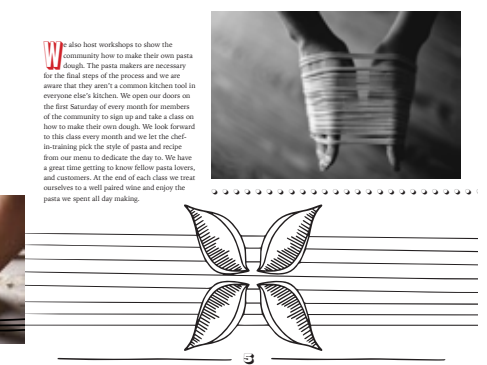
(KHE BEH-LOH)
"HOW BEAUTIFUL"



Family

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- 1 1/2 pounds fresh ricotta or packaged whole-milk ricotta
- 1 (35-ounce) can peeled Italian plum tomatoes (preferably San Marzano)
- Salt
- 1 pound fresh mozzarella cheese
- 1 cup freshly grated Parmigiano-Reggiano cheese
- 1/3 cup chopped fresh Italian parsley
- Freshly ground white pepper
- 1 large egg
- 1/4 cup extra-virgin olive oil
- 6 cloves garlic, crushed
- 1/2 teaspoon crushed hot red pepper
- 10 fresh basil leaves
- 1 pound jumbo pasta shells

Calories 922

PREP 30 MINS
COOK 25 MINS



FOUR-CHEESE MANTICOTTI

PREP 120 MINS
COOK 140 MINS

INGREDIENTS

- 8 ounces mozzarella
- 1 tablespoon vegetable oil
- 10 ounces ricotta cheese
- 10 ounces string cheese
- 1 cup ricotta cheese, drained
- 1/2 cup parmesan cheese, ground
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1 egg
- 2 1/2 cups spaghetti sauce

PREPARATION

1. Roll mozzarella according to package directions, rolling out in water to 1/4 inch thick.
2. Meanwhile, mix all cheeses, salt, pepper, parmesan and eggs.
3. Drain mozzarella, mix cold water over it.
4. Roll each mantecotti with 1/2 cheese mixture.
5. Place cheese in a 1/2 cup container after coating with hands to press your sauce around and over the mantecotti.
6. Cook and bake for 45 minutes. Remove and take the mantecotti 15 minutes.



"IN NAPOLI WHO'S LOVE IS KING WHEN BOY MEETS GIRL HERE'S WHAT THEY SAY THAT'S AMORE WHEN A MOON HITS YOUR EYE LIKE A BIG PIZZA PIE THAT'S AMORE"

WHEN THE WORLD SEEMS TO SHINE LIKE YOU'VE HAD TOO MUCH WINE THAT'S AMORE WHEN THE STARS MAKE YOU DROOL JUST GIVE A PASTA FAZOO! THAT'S AMORE SGUZZA ME, BUT YOU SEE, BACK IN OLD NAPOLI THAT'S AMORE

DEAN MARTIN

