

Writing the Next Chapter

WITH THE SCOTTSDALE-BASED **MAGGIORE GROUP**, THE CHILDREN OF THE LATE TOMASO MAGGIORE CARRY ON HIS CULINARY LEGACY

Though the founder of the Scottsdalebased Maggiore Group, Tomaso

Maggiore, lost his battle with cancer earlier this year, his passion for the restaurant industry lives on in his children, Joey and Melissa Maggiore, who in turn are making an indelible mark on the Arizona food scene through both their business and charitable ventures.

Tomaso immigrated to Phoenix from Palermo, Sicily, and together with his

PHOTO COURTESY OF THE MAGGIORE GROUP

school. The restaurant business was our home . . . and that's how we have looked at it every day of our lives. The idol was my father, but we also idolized the business."

Joey realized his dream of working with his father when he co-founded The Maggiore Group with his wife, Cristina, and his business partner, Flora Tersigni. "I would come up with these crazy 'black sheep' ideas, as my dad

A loaded Bloody Mary from Hash Kitchen's build-yourown bar.



PHOTO: MARCI SYMINGTON

The late
Tomaso
Maggiore with
his children,
Melissa and
Joey.

wife, Patricia, opened Tomaso's Italian Restaurant on Camelback Road in 1977 with 12 employees. His goal was to serve the traditional Italian food he was raised on in this desert city of what was then 1.2 million residents. He quickly won the hearts and stomachs of local diners, garnering press accolades and winning several restaurant awards, and over the next few decades, he opened several more concepts in Arizona as well as in California.

With his strong work ethic, Tomaso proved an effective role model for his children. Explains Joey, "We were [at Tomaso's] every single morning, after school, and any day there was no

called them," Joey recalls. "And then after he sat with it for a little bit, he felt like they would work. He was excited that I would take the lead."

The first of these ideas spawned Hash Kitchen, which opened in 2015. The restaurant's creative brunch fare includes a variety of frittatas, scrambles, and hashes as well as over-the-top confections like cannoli donuts. That descriptor also applies to the cocktail menu, epitomized by a build-your-own Bloody Mary bar with over 50 items.

Capitalizing on the city's growth and strong economy, The Maggiore Group opened The Sicilian Butcher in 2017 and The Sicilian Baker in early 2019. At the former, customers can build their own bruschetta and charcuterie boards or create a dish from a selection of housemade pastas, sauces, and meatball options, while The Sicilian Baker showcases a selection of Italian delicacies.

Despite the economic setbacks caused by the pandemic, the future of The Maggiore Group remains promising. The company currently employs a staff of 748 across its 12 concepts, with plans to expand into Denver, Houston, and Dallas. In April, Melissa debuted The Italian Daughter, a trattoria serving stone-fired pizzas and handcrafted pastas among other Italian specialties; later this summer, The Mexicano will open with Mexican fare such as street tacos served on blue corn tortillas and a build-your-own Michelada bar.

Today, the population of Phoenix has grown to over 4.5 million, but the original Tomaso's still stands. The Maggiore Group plans to rename the restaurant Tomaso's Italian Legacy and remodel it to include a piano lounge and bar area. What's more, in September, Joey and Melissa intend to launch the Tomaso Maggiore Culinary Arts Foundation with the goal of bringing chefs from Sicily to Arizona, and vice versa, for culinary training. It's a fitting tribute to a gregarious patriarch who was known for sharing his love of Italian food with every quest who walked through his restaurants' doors. Saluti to Tomaso, to his legacy, and to the Maggiore family's next chapter.