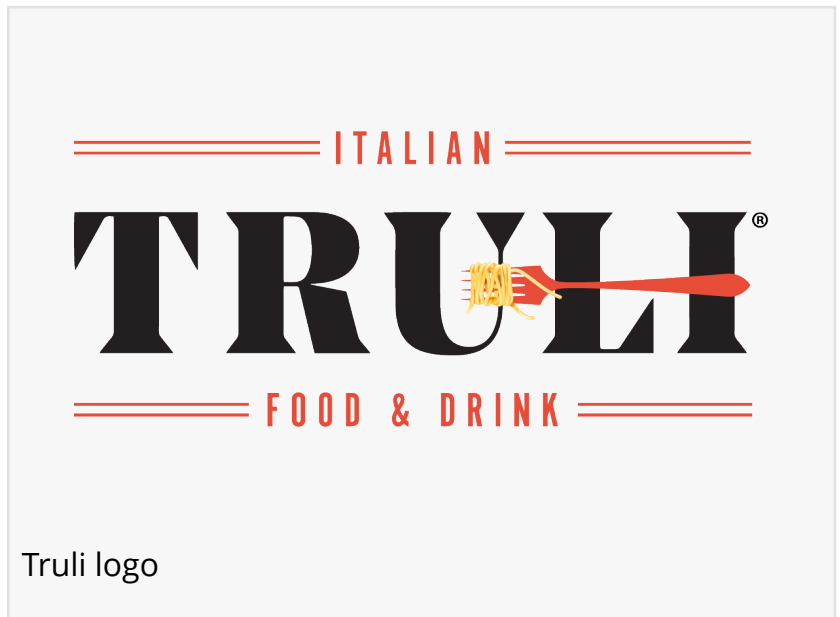


Truli Italian Food & Drink launches new summer menu along with hard-to-pass-up summer deals

Guests take a one-hour vacation to Italy without ever leaving South Florida!

COCONUT CREEK, FL, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- Riding high on their recent accolades being named a [Top 15 Emerging Brand by PizzaMarketplace.com](#) and a [Top 20 Concept to Watch in 2023](#) by FastCasual.com, Truli Italian Food & Drink at the Promenade at Coconut Creek has launched their summer menu and there are some Truli tasty new items on the menu. As well, they have implemented some new "promos" to drive traffic in the off-season in South Florida.



"Menu development is a constant work-in-process. We are constantly evaluating each dish and drink to make sure we are delivering what our Guests want and expect when they join us" said Doug Zeif, creator and owner of the concept. He continued "We wanted to lighten things up for summer which is a bit hard to do with Italian comfort food, but we have replaced some of our more fall & winter menu items with creations that we expect will be well-received."

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Doug Zeif

Those items include their seriously cravable 'Our Famous Mozz Balls', Roasted Limoncello Chicken Wings with pepperoni sauce, Herb-Crusted Grilled Branzino, Chicken Piccata and a Chicken Chop, which is a spin on the traditional Tuscan favorite-Pollo al Mattone (brick-pressed chicken), and an Italian "Dip" Panino with provolone fonduta and caramelized onions that rivals any French Dip sandwich anywhere.

"These additions are already moving their way to becoming top sellers" said Executive Chef Ken MacGlashan. As well, the Saturday and Sunday brunch has some new items like Bacon & Egg Spaghetti Pie and Eggs Florentine to go with their mainstays like Porchetta Hash, Tuscan Frittata, Eggs in Purgatory, and Lemon-Ricotta Pancakes.

Truli has also added an entire 16" pizza section to the menu to lure more of the diners looking to share a big "pie" and drive more take-out sales. In addition, the mixology team whipped up some new frozen cocktails- a frozen espresso martini and a frozen limoncello & mint lemonade (Truli makes their own limoncello in-house!) and an entire section of Spritzes guaranteed to refresh on these hot Florida summer days and nights.

"We felt that summer in South Florida is a good time to experiment and one of the areas of opportunity we have been looking at for some time is to become a bit more of a pizza parlor than we were with our individual 10" pizze," Zeif continued. "There is little local competition for these type of menu offerings, especially with our quality and at our pricepoint. We have intentionally positioned Truli to have a strong value orientation- especially in the way the economy has been for the past three years- and that positioning has paid off as we see the restaurant has become a 'canteen' of sorts to locals and travelers alike. We are seeing people twice a week rather than twice a month."

In addition to the new menu items, for summer Truli has replaced it's hugely succssful Pick-2 for \$14.95 lunch offering (Zeif maintains that you can't eat anywhere with this quality, portion, and ambience for less) with a 50% discount on the entire menu from noon to 6pm, Monday thru Friday. That means most everything on the lunch menu can be ordered for less than \$10! As well, Truli has added a Happy Hour on weekends from 12-6 to go with the daily Happy Hour from 4-6. Nightly, there are specials after 4pm like Kids Eat Free on Monday, their locally-famous Meatball Sliders for \$2 on Tuesday, half-price on all bottles of wine on Wednesday, Free Flight



Truli "curated" dining room



The 420 Pizze

Thursday where anyone over the age of 21 can get a free wine flight- no purchase necessary, and, on Sunday evening, Create Your Own Pastas are half-price!

Zeif, you might remember, was a seminal executive at The Cheesecake Factory, opening roughly the first 30 or so of the restaurants starting with the second in its chronology. He also was owner and operator of the critically acclaimed- albeit short-lived- High Dive Seafare & Spirits in West Palm Beach, which succumbed to the effects of the pandemic. Interestingly enough, High Dive may have been the only restaurant in America- maybe the world, that made a profit in the month of April 2020. "We were contracted by a third-party to help feed the elderly and our team produced 10,000 meals a day for distribution. It enabled us to get people back to work and utilize our facilities that would have otherwise been dormant." Zeif lives in Parkland with his wife and four sons and has been a fan of the Promenade at Coconut Creek for over 10 years. "We love this center and everything it has to offer us locals." Zeif said.

Doug Zeif

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