



BECK ELLMAN HEALD

**For Immediate Release**

**Sammy's Woodfired Pizza  
Celebrates its 20<sup>th</sup> Anniversary  
By Giving Back to the Community**

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San Diego, CA -- When Sami Ladeki opened the first Sammy's Woodfired Pizza restaurant in La Jolla 20 years ago, the concept of cooking in an oven heated by an old-fashioned wood fire was a novelty in San Diego. Even though complete meals had been prepared in wood-burning ovens for centuries in Italy, France, and other parts of Europe, the cooking method was new to the San Diego restaurant environment.

Today, Sammy's Woodfired Pizza and its 800 degree wood-burning ovens has become a savored and enduring part of the San Diego scene.

Started in La Jolla in 1989, Ladeki's operation has grown from a one-of-a-kind enterprise to a corporation with 10 sites in San Diego, five in Las Vegas, and locations in Palm Desert and Rolling Hills, CA.

In celebration of its 20-year anniversary, Sammy's will recognize four charities on four consecutive Sammy's Nights, beginning with Father Joe's Village on Father's Day, Sunday, June 21; Rady Children's Hospital on Monday, June 22; Second Chance on Tuesday, June 23; and Operation Home Front on Wednesday, June 24. Twenty percent of the sales from those special Sammy's Nights (lunch and dinner) will be donated to that day's featured organization upon presentation of a special Sammy's Night flyer.

For members of the community who wish to join in the support, the Sammy's Woodfired Pizza website, [www.sammypizza.com](http://www.sammypizza.com), will post the flyer for each charity. To participate, individuals will need to print out the Sammy's Night flyer for their particular charity and present it at the restaurant.

In addition, Sammy's Woodfired Pizza in Carlsbad's long awaited re-opening is scheduled for Thursday, June 25, 2009.

“When I moved to San Diego, it was important to me, as a local business owner, to become part of the community,” he said. “This is where I live. I firmly believe that everything that happens in the community has an ultimate bearing on me, either as a business owner or a resident. We’re pleased to be in a position to help these organizations, and our entire organization is excited to have our Sammy’s in Carlsbad ready again to offer our wonderful cuisine and service to the community.”

Ladeki, who was born in Lebanon and graduated from the Professional College for Hotel and Restaurant Management in West Germany, fell in love with La Jolla on a visit and decided he would open a pizza restaurant on Pearl Street. Based on a simple formula of using the freshest ingredients and offering generous portions at reasonable prices, Sammy’s immediately filled a family dining niche that has thrived to this day.

“I wanted a place where the locals could hang out and feel comfortable,” said Ladeki. The popularity of the La Jolla restaurant quickly blossomed into additional carefully calculated openings in strategic locations, including Del Mar, Carlsbad, Mission Valley downtown San Diego, Costa Verde, Scripps Ranch, San Marcos, Liberty Station, and most recently in La Mesa.

Over the years, Ladeki’s vision has grown to become a legacy of unwavering commitment to consistency, quality, and innovative choices to meet the changing tastes and preferences of its guests. Beyond the pizzas and salads that remain the foundation of Sammy’s Woodfired Pizza are an eclectic variety of tastes and entrees, including more than a dozen tapas – a new staple at Sammy’s.

And then there’s the Messy Sundae, one of San Diego’s most iconic and enduring deserts.

As for the next 20 years, Sammy’s plans to continue growing and contributing. “This is our legacy. We’re a neighborhood friend,” said Clay. “We’re always looking for the right location to keep our dining experience as accessible as possible to the people who have supported us on this journey and continue to enjoy our food and atmosphere.”

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Sammy’s Woodfired Pizza is part of the Ladeki Restaurant Group’s portfolio of restaurants owned by Sami Ladeki. Sammy’s Woodfired Pizza has locations throughout Southern California and Las Vegas. The Ladeki portfolio also includes Roppongi, in La Jolla. Corporate headquarters are located at 565 Pearl Street, Suite 225, La Jolla, CA 92037. For additional information, visit [www.sammypizza.com](http://www.sammypizza.com), [www.roppongiusa.com](http://www.roppongiusa.com) or call 858-456-8018.