



## **THE PALM RESTAURANT FACT SHEET**

### **MISSION:**

The Palm's philosophy is simple: Treat guests like family, serve great food, and always exceed expectations.

### **LEGACY:**

The Palm's legacy was born in 1926 when Pio Bozzi and John Ganzi opened the first Palm restaurant in New York City. From day one, Pio and John shared their commitment to quality and generosity of spirit with every guest who walked through their doors. What began as a restaurant became a legend – a place to not only enjoy an excellent meal but also catch up with old friends, meet new ones, close business deals, and celebrate family milestones.

After 91 years in business, The Palm is still owned and operated by Pio and John's descendants. There are currently 25 Palm restaurants across the United States and Mexico.

### **EVOLUTION OF THE PALM'S CARICATURES:**

When Pio Bozzi and John Ganzi opened The Palm Restaurant in 1926, they had no money to decorate. Luckily, their location on Manhattan's Second Avenue was near the headquarters of King Features Syndicate and attracted a large clientele of cartoonists. In exchange for their meals, artists often drew their own creations on the walls of The Palm.

The tradition of decorating the locations with caricatures has continued as The Palm has expanded over the last nine decades. Before each new restaurant opens, local notables' likenesses are placed on the walls, and new caricatures are added regularly. In fact, "making the wall" has become a point of pride for customers, with thousands joining the cast of famous characters that line the walls across the country.

Now, the iconic walls have become a living museum of cartoons and caricatures of famous faces and loyal customers alike.

### **FUN FACTS ABOUT THE PALM**

- As natives of Parma in Italy, John Ganzi and Pio Bozzi wanted to name their restaurant after their hometown. However, when they went to register their business a New York City clerk misunderstood their Italian accents and issued a license for "The Palm."
- Steaks weren't a part of the original menu at The Palm. Whenever a customer would ask for steak during The Palm's early years, John Ganzi would run to a nearby butcher shop on Second Avenue, buy a steak, and cook it to order. Steaks eventually became a regular menu item to accommodate guests' frequent requests.

- For the artwork alone, each dining room at The Palm is insured for half a million dollars.

### **ABOUT THE PALM'S 837 CLUB**

Launched in 1998, The 837 Club is The Palm's coveted customer loyalty program. Once a member, returning customers receive Club Points for every visit to the restaurant that can be redeemed for member-only offers, events and special rewards ranging from dining certificates and Tiffany & Co. gift cards to fantastic trips and one-of-a-kind food and wine experiences.

A one-time fee of \$25 earns guests' membership and a \$25 gift card towards their next visit.

### **PRIVATE DINING**

Customers provide the occasion; The Palm sets the scene. Whether guests are organizing a rehearsal dinner or a business lunch presentation, The Palm's highly-trained staff works with each group to create a personalized, enjoyable, and memorable event. The Palm's team of expert staff goes above and beyond to create an extraordinary experience for every one of their valued guests – from the warm greeting they receive on arrival to their last bite of dessert.

#### Private dining amenities include:

- **No rental fees** – Unlike many competing venues, The Palm doesn't believe in charging for use of their beautifully-appointed private dining rooms.
- **Custom food and drink menus** – Available at many price points, the option to customize menus offers each event a unique experience.
- **Audio-visual capabilities** – To ensure each event is seamless, The Palm's team provides audio-visual equipment for those who need it.
- **Layout flexibility** – The Palm's private dining room can accommodate intimate groups from 10 guests up to large events of 300 or more, making it perfect for every event.
- **Event staff** – The Palm provides a team of highly-trained professionals to address every detail of each event, including a dedicated sales manager who will meet with meeting planners to create a completely customized experience.

### **THE PALM THROUGH THE YEARS:**

- 1920 - Pio Bozzi and John Ganzi move to the U.S. from Parma, Italy.
- 1926 - Bozzi and Ganzi made a plan to open their own Italian restaurant in the heart of an Italian neighborhood on Second Avenue and register their establishment with the city. The new restaurateurs wanted to call their establishment Parma, but because of their Italian accents, the name mistakenly registered as "Palm."
- 1931 - The Palm's reputation as a steakhouse began to take hold, thanks to Ganzi and Bozzi's willingness to cater to their clientele of local journalists from publications and companies such as the New York Daily Mirror, Hearst Corporation, King Features, and United Press International. When a newspaperman asked for a steak, Ganzi ran up Second Avenue to a butcher shop, bought the steak, and cooked it to order.
- 1940s - The next generation of family owners, Walter Ganzi and Bruno Bozzi, took over restaurant operations from their fathers. The Palm added a two-pound lobster to its menu, popularizing the surf and turf combination. The Palm maintained its popularity during the war because Ganzi and Bozzi were able to continue providing beef to customers despite short supplies.

- 1963 - The Palm's third-generation owners, [Bruce Bozzi Sr.](#) and [Wally Ganzi Jr.](#), began working at the Second Avenue establishment. Bruce and Wally loosened dress restrictions (no ties and jackets required) to create a more relaxed atmosphere that attracted a younger, trendier clientele.
- 1965 - Bruce and Wally introduced the four-pound lobster to The Palm customers, disproving the theory that the meat from large lobsters is tough. Lobster sales increased nearly tenfold over the next few years, and The Palm was firmly established as a leading restaurant for steak, lobster, and Italian heritage dishes.
- 1967 - The Palm expanded and opened a second dining room upstairs.
- Late 1960s - The second-generation Bozzi and Ganzi owners retired from the business.
- 1972 - The Palm opened in Washington, D.C. largely due to the encouragement of George Bush Sr., the U.S. Ambassador to the United Nations at the time, who encouraged the owners to bring their "good American fare" to the capital city.
- By 2014, The Palm had 25 locations across the United States and Mexico including:
  - Atlanta
  - Atlantic City
  - Beverly Hills
  - Boston
  - Charlotte
  - Chicago
  - Dallas
  - Denver
  - East Hampton
  - Houston
  - Las Vegas
  - Los Angeles – Downtown
  - Mexico City – Polanco
  - Mexico City – Santa Fe
  - Miami
  - New York City – Palm Too
  - New York City – Tribeca
  - New York City – West Side
  - Nashville
  - Orlando
  - Philadelphia
  - San Antonio
  - Tysons Corner
  - Washington DC
  - Palm Bar & Grille: JFK Airport

#### **ABOUT THE PALM:**

Known for their signature dishes including Prime Aged Steak and Whole Nova Scotia Lobsters, the menu also includes The Palm's renowned Italian fare including Chicken Parmigiana, Veal Martini and Baked Clams Casino and an award-winning wine list. The Palm's philosophy is simple: Treat guests like family, serve great food, and always exceed expectations. Owned and operated by members of the Bozzi and Ganzi families since the company's founding in 1926, The Palm serves as a second home for countless patrons across the United States and abroad. The Palm is still owned by the same two families. Celebrating its 91st year, The Palm continues its legacy as a favorite gathering place and dining destination for families, friends and business colleagues alike. For a virtual experience and to find a Palm Restaurant

near you, please go to [thepalm.com](http://thepalm.com).

**GENERAL INFORMATION:**

Website: [ThePalm.com](http://ThePalm.com)

Facebook: [facebook.com/PalmRestaurant](https://facebook.com/PalmRestaurant)

Twitter: [@PalmRestaurant](https://twitter.com/PalmRestaurant)

Instagram: [@palmrestaurant](https://www.instagram.com/palmrestaurant)

**MEDIA CONTACTS:**

*Taylor Fisher / Tawny Strelic*

*Kirvin Doak Communications*

[tfisher@kirvindoak.com](mailto:tfisher@kirvindoak.com) / [tstrelic@kirvindoak.com](mailto:tstrelic@kirvindoak.com)

*(702) 737-3100*