



**SIMO PIZZA**  
SIMONE FALCO



Inspired by tradition and his current restaurant Rossopomodoro, Simone Falco has channeled his roots and hometown of Napoli to create the SIMÒ concept. *“With the success of Rossopomodoro in the West Village and within Eataly, I knew that our pizzas were offering guests something special and authentic”* says Falco, *“Rossopomodoro is a sit down, flourishing, fine dining pizzeria and a classic West Village staple. I’ve come to understand that sometimes New Yorkers, and Italians, just want a different experience... One that is done quickly with high quality ingredients and offered at an approachable price point.”* This is ultimately how and why SIMÒ was created.