

Fieramosca Story

Floriana, the owner of Fieramosca, strongly believes Italian culture as impacted the food scene in remarkable ways as many restaurants that are not Italian have aspects of Italian cuisine on their menu. The original location of Fieramosca was 52 Avenue Road, opening in 1980. Their current location was opened in 1997 and founded by Mario Micucci. Sadly, Mario passed in 2015 and Floriana is the current owner. Mario's passion for Italian food led him to want to introduce the culture to the rest of Torontonians. Thus, the mission was to always connect with the community and experience the Italian culture through food together. Creating a place of family within his restaurant was Mario's specialty. The name Fieramosca comes from an ancient Italian story of a hero named Fieramosca that fought the French to protect Italy.

Mario immigrated to Canada when he was twenty years old from Basilicata in Italy, a poor region in the south. Before opening a restaurant Mario had a small carwash business, but quickly abandoned the idea. Mario chose the food industry because he found a need to offer authentic Italian food in North America, specifically Toronto, as there weren't many options for Italian food. It started as a small place that offered pizza and panini and slowly converted into a trattoria.

The menu items have people's names associated with them which reflects the people in Mario's life that he enjoyed their cooking. For example, the seafood spaghetti Alla Mario was Mario's favourite way of making seafood spaghetti. The seafood pasta is claimed to be their most famous and best-selling dish as many people stop by specifically to try it. In addition, the pasta dish named after his mother is the most famous pasta dish offered at the establishment. The dishes offered at Fieramosca reflect the regional food scene of Basilicata. The menu has not changed much over the years as people want their usual dish when they return for their next visit. In addition, the menu is 100% in Italian now with English translations.

Mario had many connections and knew many people in the Yorkville area due to his carwash days, therefore when he opened up the establishment the news spread by word of mouth. Almost nothing is spent to this day on advertising and the establishment still relies on word of mouth to attract new customers. The demographic has definitely shifted to a younger crowd recently as many families introduce their children to the establishment at a very young age.

The owners stress keeping the quality of ingredients top-tier as their returning customers would notice a difference in quality if they used lower value ingredients. Overall, the products have increased in quality as good quality products can be easily imported into the city whereas it was quite difficult to do earlier in the establishment's history. Most of the products used to make their famous dishes are imported by the use of suppliers. Many ingredients such as dough, sauce, sausages are all made in house by hand.

Due to the pandemic Fieramosca has been forced to close indoor dining, yet still offer take out in which many of their regulars still stop by to support the business. The establishment hopes to add an aperitif which is a common cultural practice in Italy once government lockdowns are

lifted. They also plan on utilizing their patios which are located in the back of the establishment and the rooftop.