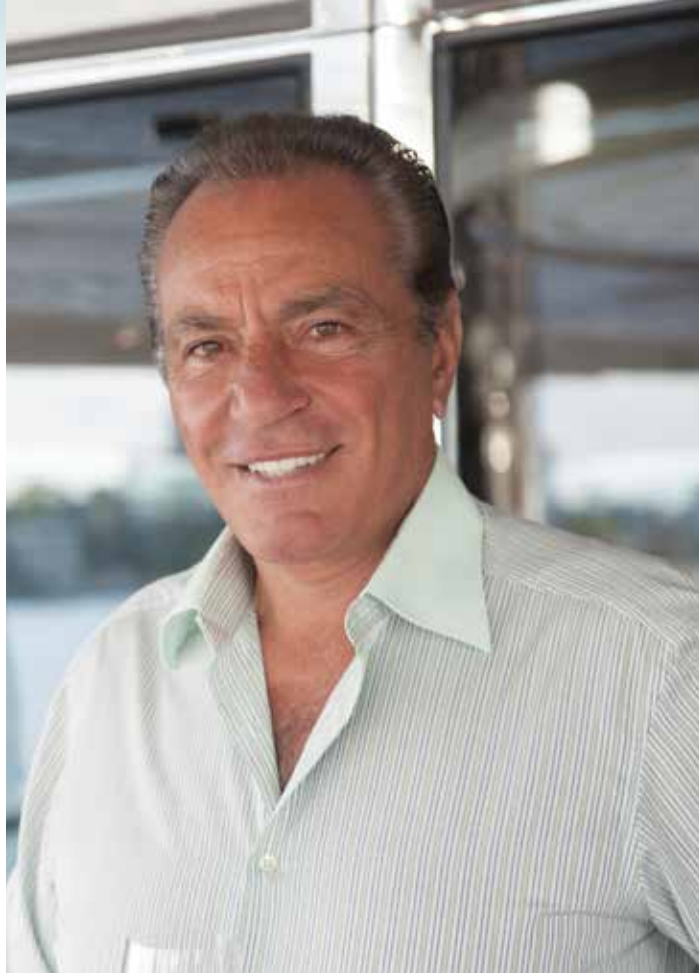


John Rosatti



by **kathleen m. krueger** | photographs courtesy of **vic & angelo's** and **the office**



John Rosatti grew up eating authentic Italian meals cooked by his mother, grandmother and other members of their extended family in Brooklyn, New York. Large family gatherings were frequent, and good food was a central part of every gathering. With John Rosatti's generous spirit, it shouldn't surprise us that John would want his friends in Florida to enjoy those same authentic Italian dishes he grew up on. If you've enjoyed dining at Vic & Angelo's in Delray Beach or Palm Beach Gardens, you have John Rosatti to thank.

After having established himself as one of the most successful entrepreneurs in the country through his auto dealerships, John Rosatti moved his family from New York to Florida. Italian cuisine was not totally absent from the dining scene in South Florida, but John could find nothing

to compare with the Italian dishes he'd grown up on. As John saw it, all of South Florida was missing out on the most wonderful pleasure any tongue could taste.

Satisfy a need that isn't being fully met by anyone else; that's one of the first rules of successful entrepreneurship. John saw the need and didn't hesitate to fill it. He even shared some of his mother's and grandmother's recipes with the chefs so they could be included on the menu.

Having launched his two Italian restaurants, John, with his innate entrepreneurial vision, began to focus in on other types of dining experiences that could fill a unique niche for Floridians to enjoy. It was from John's creative genius that The Office was born, a restaurant where gourmet comfort food is paired with a gastropub.

"I am a true believer in working extremely hard and being open to

the possibility of expansion and diversification,” John said.

John’s “expansion and diversification” as a restaurateur hasn’t yet reached full potential. Two popular menu items from The Office, the CEO Burger and the Boss Burger, inspired a whole new chain of restaurants called BurgerFi™. The concept behind this chain, which has exploded across the nation, is a fast-casual dining experience that specializes in all-natural, grass-fed burgers, hand-cut French fries and other sides. Natural frozen custards, shakes, and concretes (the chain’s famous concoction made with vanilla custard layered with tasty add-ins), along with craft beer and a selection of wine, finish out the menu.

“My goal is the BurgerFication of the Nation®,” John has declared. With 20 BurgerFis already in operation, including those in Delray Beach, Fort Lauderdale and Coral Springs, John intends to open another 50 to 100 BurgerFis every year over the next five to ten years.


A superior menu of unique items is critical for a restaurant, but John’s business experience had taught him that it takes more than a good product to truly be successful. “My team and I have worked extraordinarily hard to ensure that we can always exceed the expectations of our diners,” explained John. “I am involved in every aspect of all of my restaurants on a daily basis. Phenomenal cuisine accompanied by consistent, high quality service are my priorities.”

John’s personal involvement with his restaurants includes regular food tastings in all of his restaurants to maintain the high standards that he values.

Great food, fine automobiles and luxury yachts are three of John’s passions that he has been able to enjoy on a personal level, largely because he has also worked hard to turn those passions into extremely profitable business ventures as well. John is keenly aware that not everyone is fortunate enough to experience the lifestyle he has gained through his years of hard work and commitment, and he takes great satisfaction in being able to contribute to causes which are close to his heart. John is a strong supporter of the Wounded Warrior Project, the Boys and Girls Clubs of both Palm Beach and Broward Counties, as well as the St. Jude Children’s Research Hospital. He was also quick to participate in the Hurricane Sandy Relief Fund when the East Coast was devastated.

Those who know John Rosatti personally will testify to the genuineness of his character. In addition to distinguishing himself in the hospitality industry, John owns and operates car dealerships in the United States, and deals with car manufacturers from all over the world; he builds yachts in Europe and the Middle East, and has invested in a wide array of real estate ventures throughout the country. Having excelled in business ventures that cover a wide variety of industries and span the globe, John still remains personally involved and approachable by both employees and customers. South Florida has been greatly enriched by his contributions in every quarter. ■

For information on John’s Rosatti’s restaurants, visit their websites, Vicandangelos.com, TheOfficeDelray.com and BurgerFi.com.



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