

Chamber Business Spotlight: Luigi's Italian Restaurant & Pizzeria

...affect Luigi's fine Italian food will have on you.

Luigi Latorella is his name and he himself is the face that sets the character of his restaurant that many know so well. But all with the help of his side kick, Emma, who has been with him for 25 years.

Luigi's story starts in Italy and then moves to the U.S. in 1946 when he was a teen. Landing in Boston, his father immediately was drafted during WWII and stationed in Richmond, CA. Luigi attended Galileo High School in San Francisco where he learned the English language and after attended City College. The Korean War hit and Luigi was drafted where he was stationed for 2 years in Germany. After his discharge he found it difficult to find a job but soon found himself doing dishes at Toto's Pizza in SF, there he excelled into management with a career that spanned 25 years.



With his talent for managing and his desire to open his own place, Luigi took over a pizzeria in Daly City, the original Luigi's Restaurant. Luigi made the move to Pacifica when the rent in Daly City started to rise. Once settled in Pacifica he closed the Daly City location and became one of Pacifica's loved restaurant owners.



Luigi has given back to the community from sponsoring the Pacifica Senior Center's bocce ball tournaments to donating to sports and school fundraisers. He also participated in Chamber events with the Taste of Pacifica and received the Business of the Year award in 2017. His continued support of community is quite evident. As the Coronavirus pandemic hit, and affected the restaurant industry, Luigi's customers rally by his side doing take out to keep his business running. In return, Luigi, unlike other restaurants, has not raised his prices. He just wants himself and his loyal customers to get through these challenging times. Even with his costs rising, he stands firm in not raising his prices during this time.



He's been told that he has the best meat sauce, lasagna and rice balls. When asked if he would retire, his response, "I retire when I retire." So no time soon, which is good for his customers. A "seasoned" gentlemen indeed, in a tiny body frame with twinkling blue eyes full of life, that's Pacifica's own Luigi Latorella.



Luigi's Italian Restaurant & Pizzeria
950 Linda Mar Blvd.
650-355-0944
Wed-Mon: 12pm-8pm
Tues: Closed