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**FOR IMMEDIATE RELEASE**

**Maria’s Italian Kitchen in Encino Is The Only Restaurant**

**In The U.S. Offering Discounts To Customers For Reading Books.**

*‘The Restaurant That Reads’ Makes Its Mark By Being The Only Known U.S. Restaurant*

*To Offer Discounts To Its Customers For Bringing In Print Books*

**Encino, Calif.,** With two innovative ‘literary’ discounts Maria’s Italian Kitchen in Encino managed to not only serve up hearty and delicious Italian meals but also promoted more than 100 books from various genres and authors in 2012. This year the popular eatery on Ventura Boulevard continues to pave the way with creative techniques to engage its customers while fighting to support brick and mortar libraries and bookstores. Between a standing offer of a 10% meal discount to any customer carrying a print book and a deeper discount for works by ‘Staff Favorite’ authors, Maria’s Encino has drawn the attention of some endangered species: print book lovers and professionals.

“My family and I love coming in to Maria’s Italian Kitchen in Encino not only for the delicious food, but also to check out which book they are currently promoting,” said Lynn Lampert, local librarian and Maria’s customer. “Maria’s in Encino never fails to offer new books and interactive literary events week after week and it takes a traditional dining experience to a whole new level.”

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“I’m an avid reader and I’m always looking to broaden my horizons and experience a variety of literature,” said Jenny Beres, writer and long-time Maria’s customer. “When I come in to Maria’s in Encino not only is my appetite satiated but I also add amazing books by wonderful authors to my ever-growing reading list!”

Marija Malinovska, speaking for the staff of Maria’s Italian Kitchen explains, “Sadly there are so few options left in LA for people who want to buy print books on the day they get excited about them that a lot of customers who want to take advantage of our offer just can’t. We’re trying to change that. We’re taking a stand to make sure that the few book retailers and fully stocked libraries we have left get a little support, and that some very talented and underappreciated authors know they’ll always have a place in this city.”

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*Madelyn Alfano opened the first Maria's Italian Kitchen in 1985 in Sherman Oaks and since then the company grew and opened up 8 other locations across the San Fernando Valley and Los Angeles. Maria's offers the quality of a home cooked Italian meal along with the warmth and comfort of a big Italian family. For further questions please visit* <https://www.facebook.com/mariasencino> *or call (818) 783 - 2920.*