

Not Your Ordinary Pizza

Natasha Lardera (September 23, 2007)



We are at Nino's Bellissima, of the Nino's Positano chain, where they have designed the so called Luxury Pizza, the world's most extravagant, and expensive, pizza, going for \$1000 a pie or \$125 a slice. The main ingredients? Six different...

...types of caviar, lobster chunks, crème fraîche, and what else? Its golden, crunchy crust is covered generously with creme fraiche and granished with four different types of high-quality caviar - a total of 226 grams. The pie is then topped with thinly sliced lobster and garnished with red and green caviar, smoked salmon, and finish with a round of Wasabi sauce. Whatever happened to the dear old pizza with its flavorful tomato sauce, fresh mozzarella and salty anchovies? "It's not for everyone," says Nino Selimaj, owner of the restaurant, who moved to New York from Albania about 29 years ago, "and you cannot just walk in and get a slice." Indeed pies must be ordered 24 hours in advance in order to get all the fresh ingredients. "On our opening day we sold two pies...people are willing to try it." It took him a year to come up with this final recipe, and he admitted to experimenting with truffles before settling on lobster and caviar. It isn't your typical Italian pizza, but a variation that



New Yorkers are slowly embracing. New Yorkers are open to all sorts of unusual culinary experiences. It is one of the most expensive places in the world for restaurant meals, yet going out for dinner remains a popular activity. The Big Apple also features the \$1,000 omelet at Le Parker Meridien, the \$10,000 martini on the rock at the Algonquin Hotel, and Serendipity sells a \$1,000 ice-cream sundae called Golden Opulence which is covered in 23K edible gold leaf. What will they think of doing next? Diamond-studded lasagna?

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