

# PIZZOLATO FAMILY

*It was the year 1965. I don't remember the month, but I do remember the day was Wednesday, because that was my day off.*

*1965 was the year I came to America and to Baton Rouge. Being an Italian myself, anything Italian attracted my attention.*

*While I was traveling west on Airline Highway toward the old Mississippi River Bridge between Plank Road and Scenic Highway I noticed a produce stand, a pick-up truck and a small tent. What attracted my attention the most was the name PIZZOLATO. I was hungry then to talk with anyone who spoke Italian.*

*That was the first time I met TONY PIZZOLATO. If I did buy any fruits or not that day was immaterial, because since that day Tony has been one of my best friends. I consider him one of my own folks.*

*Tony Pizzolato was born in Donaldsonville, Louisiana. He reminds me of one of my good hard-working peasants in my mountain town in Sicily.*

*....Vincent Dispenza*

Tony's grandfather and grandmother, Antonio Pizzolato and Giacoma Monica, left Salaparuta, Sicily in 1892 for a wedding trip to America. Their destination was Kansas City, Missouri, where they had relatives. They moved to Louisiana two years later and settled in Ascension Parish. They had ten boys. Tony's dad was one of the ten. He was baptized Giuseppe (Joe). He worked as a farmer on a sugar plantation in Ascension Parish where he married Cecile Sotile.

Tony worked with his father until World War II where he served in the United States Navy as a cook for four years in Europe and the Pacific theatres. After World War II he came back to Donaldsonville and opened a grocery store and meat market. In 1951 he married Mary Lee Landry of Donaldsonville and ventured into other types of businesses. He then moved to Baton Rouge in 1959 where he opened a produce stand on Plank Road and Evangeline Streets.

The year 1974 was a turning point for Tony when he went from a produce business to the seafood business. He leased an abandoned service station on Plank Road in Baton Rouge. With very limited funds and much hard work and determination he, his wife and his sons and daughter launched TONY'S SEAFOOD LTD. The business grew by leaps and bounds and by 1982 Tony's Seafood covered the entire block.

Tony suffered a massive heart attack, but after he recovered he started a new venture. During his recovery he and his wife were making batches of fish fry and selling them in the seafood market. In 1984 LOUISIANA FISH FRY LTD. became a reality.

Today, Tony's five sons and daughter, with other family members, manage Tony's Seafood Market and Louisiana Fish Fry Ltd. More than 150 people are now employed. They turn out different products and enjoy ever-growing sales in 39 states and in Canada.



TONY'S SEAFOOD LTD. • LOUISIANA FISH FRY LTD.

5215 Plank Road • 5267 Plank Road • Baton Rouge, LA 70805 • (504) 357-9669 • (504) 356-2905