

POCORELLO FAMILY

When you think of poboys, muffolettas, pasta dishes, imported salami and cheeses, Italian ice cream and cannoli, you think you are dining in an Italian home. POCORELLO'S CASA D'ITALIA, which means "Italian House", is a unique place in Baton Rouge to find Italian food products.

CHARLES VINCENT POCORELLO and his wife Vita were raised in two good Italian families, the Pocorello's and the DiGirolamo's. With a sense of pride in their heritage, their business name says it all.

Charles' grandfather Salvatore Pocorello came from Sicily in the late 1800's and worked for years on the St. James sugar plantations. He married Mamie Mesi there and then moved to Baton Rouge where he opened a grocery store in which was then called Easy Town (North 29th Street). He had two children, Charles Vincent and Dominic.

Charles Vincent was born in 1912. He married Anna Micheli and they had two children, a son Charles Vincent (Pokie) Jr. and a daughter Charlotte Ann.

On February 6, 1985, Charles Vincent (Pokie) Jr., after working in a grocery store for fifteen years and later working for an electrical supply business, opened POCORELLO'S CASA D'ITALIA, a combination of an Italian deli and a grocery store.

Pokie, his wife Vita Patricia and their three sons Charles, Joseph, John Michael and Anthony Vincent own and operate Pocorello's Casa d'Italia to share their Italian heritage by offering Italian products in Baton Rouge.



POCORELLO'S CASA D'ITALIA • 12240 Coursey Boulevard • Baton Rouge, LA 70816 • (504) 293-3737