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## **BAKERY PARTNERS PUT TASTE OF ARGENTINA INTO PRODUCTS: [Broward Metro Edition]**

*La-Gaye Sailsman Staff Writer. South Florida Sun - Sentinel. Fort Lauderdale, Fla.: Aug 12, 2002. pg. 5*

### **Abstract (Article Summary)**

PHOTO; Photo/Ginny Dixon DOUGH BOYS: [Mario Milano], left, and [Juan Carlos Roman] show off breads at Milano's Bakery, in the American Jewelry Plaza, 7128 N. University Drive, Tamarac. MILANO'S BAKERY Business: Specializes in Argentine and Italian-baked goods Where: 7128 N. University Drive, Tamarac Owners: Mario Milano and Juan Carlos Roman Established: 1999 Employees: Five Advice: "Be willing to make sacrifices," Roman said. "You've got to like what you're doing."

### **Full Text (464 words)**

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When Mario Milano, 45, and Juan Carlos Roman, 50, came to the United States from Argentina more than 20 years ago, neither had any experience in the bakery industry. Today they are the co-owners of Milano's Bakery in Tamarac.

They met four years ago while working at a MailBoxes Etc. Discovering that each had a passion for baking, they joined forces.

It took three months and a loan, but now dessert and pastry-laden shelves stretch the length of the tiny shop.

Brilliantly decorated cakes revolve in an enclosed case and wine racks grace the front window. "We bake everything ourselves, nothing frozen," said Roman.

Specializing in Argentine products, the bakery sells everything from croissants to lasagna despite the fact that in 1999 they opened as an Italian-American bakery. They quickly realized the high demand for Argentine-baked goods. "People would go to Miami to get their products," said Roman. Customers now come from as far as Naples, Palm Beach and even Georgia.

The staff, which grew from four to six, are all Argentine-born. "We all know the food and what it's supposed to taste like," Roman says.

For about a year the bakery hosted several events in the plaza to promote their business. They brought in prominent Argentine performers, but realized the expense of this effort was eating into their profits. Now they advertise in Spanish-language publications like El Argentino and De Norte A Sur.

Milano's also caters small events like weddings and "quinces," which are similar to Sweet Sixteen birthday parties. Prices range up to \$76 for about 10 people.

The restaurant has also promoted its name in the community by sponsoring the Tamarac Soccer Club. Players wear blazing-red shirts and black shorts bearing the bakery's name.

"I asked Mario to sponsor us and he said yes," Angel Perez, a customer of Milano's and coach for the Tamarac Soccer Club.

"At the end of the season he made a cake decorated like a soccer field – he wouldn't let us pay for it."

Milano's is expanding into additional space in the same plaza – adding among other things, a grill and sitting areas.

"The pastry has to talk to [the baker] ," said Roman. "If I make something and I don't like it, the customers aren't going to like it."

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**[Illustration]**

**PHOTO; Caption: Photo/Ginny Dixon DOUGH BOYS: Mario Milano, left, and Juan Carlos Roman show off breads at Milano's Bakery, in the American Jewelry Plaza, 7128 N. University Drive, Tamarac. MILANO'S BAKERY Business: Specializes in Argentine and Italian-baked goods Where: 7128 N. University Drive, Tamarac Owners: Mario Milano and Juan Carlos Roman Established: 1999 Employees: Five Advice: "Be willing to make sacrifices," Roman said. "You've got to like what you're doing."**

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