

The History

Bill Rinetti founded Massimo's Restaurant in the fall of 1976. The opening of Massimo's was a culmination of Bill's life long passion for and dedication to gourmet cooking. He is a second generation Californian whose family immigrated from Sicily and the Piedmonte



region of Italy in the early 1900's. The restaurant is, in fact, named after his paternal grandfather - Massimo Rinetti. Simple foods, in the Italian tradition, with the freshest ingredients, careful preparation and attention to detail were the staple of Bill's childhood from both his grandmothers and his mother. Bill was a true student of cooking who enhanced the skills he learned from his family by reading innumerable cook books, attending cooking

shows and dining in the finest restaurants both in the U.S.A. and in Europe. Every new dish he prepared was always marked by his unique cooking style and often surpasses the original.

Massimo's is a family business, and the source of their success has been hard work and dedication to service; the same dedication and hard work that enabled Bill's father, Bill Sr., to start and build a successful service station business in the depression years. For many years on Saturday's Bill Sr. could be found be tending bar for an admiring and loyal group of patrons. Bill's eldest son, **Billy**, who had been involved in the restaurant since his teen years, is now the proprietor of Massimo's. Since Bill Sr's death in the fall of 2002, **Marie**, Bill's friendly and popular wife of forty-three years, is an even more frequent hostess at the door.



Bill's goal, and one he has certainly achieved, has been to bring the cuisine and service of the first class cosmopolitan restaurant to Fremont.

Massimo's is noted for its superb Northern Italian cuisine and Continental dishes served by an attentive and thoroughly professional staff. In late 1984 Chef **Luis Gonzales** came to Massimo's. Jose Luis is a student of the late master Italian Chef Roger Bertolla. Roger was famous for years in San Francisco for preparing the finest in Italian and Continental cuisine. Jose Luis has passed on the

skills he learned from Chef Bertolla to all of his assistants.

Dining room manager, **Ramon Garcia**, is a native of Mexico where he ran one of Puerto Vallarta's finest resorts. Ramon and his staff strive to ensure that each patron enjoys attentive and professional service. Many of Massimo's signature items are those that are still prepared tableside. Ramon serves some of the finest Caesar Salads, Steak Diane, and Cherries Jubilee to be found in any Bay Area Restaurant.

Billy's goal is to continually strive for excellence in all restaurant operations. He is never satisfied with the current conditions and constantly works to improve all aspects of the business. In 1991 he oversaw a massive remodeling of the restaurant and bar areas. Currently, he is involved in improving the kitchen space and banquet areas. Like his father, Billy keeps up with the latest innovations in the restaurant industry.

Today, **Massimo's is known as one of Fremont, California's finest and most popular restaurants**. Customers from across the country make Massimo's a favorite destination. Once asked why so many people love Massimo's, a long time customer replied, "You get a great meal, a plentiful portion at a fair price and a very professional staff who treat you like a member of their family. When you walk out the door, you walk out smiling, because you've had a great time!"