

Herren's: An Atlanta Icon

Introduction

Pasquale De Marco, a lifelong Atlantan, has been a patron of Herren's Restaurant for over 30 years. He has witnessed firsthand the restaurant's evolution from a modest diner to a culinary destination known around the world. In this book, Pasquale De Marco shares the story of Herren's, from its humble beginnings to its current status as an Atlanta icon.

Herren's Restaurant was founded in 1929 by Ed Negri, an Italian immigrant with a passion for food. Negri started out selling sandwiches and coffee to the workers who were building the nearby Fox Theatre. But Negri's sandwiches were so good that word quickly spread, and soon people were coming from all over Atlanta to eat at Herren's.

In the 1950s, Negri expanded Herren's menu to include more traditional Italian dishes, such as pasta, pizza, and seafood. Negri's commitment to using fresh, local ingredients and his insistence on quality made Herren's a favorite among Atlanta's elite.

Herren's was also a pioneer in the civil rights movement. In 1961, Negri became the first restaurateur in Atlanta to voluntarily integrate his dining room. This act of courage helped to break down the barriers of segregation and paved the way for other restaurants to follow suit.

Over the years, Herren's has been a gathering place for Atlanta's movers and shakers. Politicians, celebrities, and business leaders have all dined at Herren's, and the restaurant has been the backdrop for countless love stories and special occasions.

Today, Herren's is still going strong, under the ownership of Ed Negri's son, Peter. Peter Negri is committed to upholding his father's legacy of

excellence, and he continues to innovate and expand the menu. Herren's is now a culinary destination for people from all over the world, and it is still considered one of the best restaurants in Atlanta.

In this book, Pasquale De Marco takes readers on a culinary journey through Herren's Restaurant. He shares stories about the restaurant's famous dishes, its legendary chefs, and its loyal patrons. *Herren's: An Atlanta Icon* is a celebration of Herren's Restaurant, an Atlanta icon that has been serving up delicious food and creating lasting memories for over 90 years.

Book Description

Herren's: An Atlanta Icon tells the story of Herren's Restaurant, an Atlanta icon that has been serving up delicious food and creating lasting memories for over 90 years.

From its humble beginnings as a sandwich shop to its current status as a culinary destination known around the world, Herren's has played a vital role in Atlanta's history. The restaurant was founded in 1929 by Ed Negri, an Italian immigrant with a passion for food. Negri's commitment to using fresh, local ingredients and his insistence on quality made Herren's a favorite among Atlanta's elite.

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Today, Herren's is still going strong, under the ownership of Ed Negri's son, Peter. Peter Negri is committed to upholding his father's legacy of excellence, and he continues to innovate and expand the menu. Herren's is now a culinary destination for people from all over the world, and it is still considered one of the best restaurants in Atlanta.

Herren's: An Atlanta Icon is a celebration of Herren's Restaurant, an Atlanta icon that has stood the test of time. Through interviews with Ed Negri, Peter Negri, and other members of the Herren's family, as well as archival research and menu analysis, Pasquale De

Marco tells the story of this beloved restaurant and its impact on Atlanta's culinary scene.

Whether you're a lifelong Atlantan or a first-time visitor, Herren's: An Atlanta Icon is a must-read for anyone who loves good food and great stories.

Chapter 1: Herren's: A Culinary Legacy

Herren's humble beginnings

Ed Negri was born in Italy in 1897. He immigrated to the United States in 1911, and in 1929, he opened Herren's Restaurant in Atlanta. Negri started out selling sandwiches and coffee to the workers who were building the nearby Fox Theatre. But Negri's sandwiches were so good that word quickly spread, and soon people were coming from all over Atlanta to eat at Herren's.

Negri was a hard-working and dedicated restaurateur. He insisted on using only the freshest ingredients, and he took great pride in his cooking. Negri's commitment to quality quickly paid off, and Herren's soon became one of the most popular restaurants in Atlanta.

In the 1950s, Negri expanded Herren's menu to include more traditional Italian dishes, such as pasta, pizza, and seafood. Negri's Italian dishes were just as popular

as his sandwiches, and Herren's soon became known as one of the best Italian restaurants in Atlanta.

Negri was also a pioneer in the civil rights movement. In 1961, he became the first restaurateur in Atlanta to voluntarily integrate his dining room. This act of courage helped to break down the barriers of segregation and paved the way for other restaurants to follow suit.

Negri ran Herren's Restaurant for over 50 years. He was a beloved figure in the Atlanta community, and he was known for his generosity and his dedication to his customers. When Negri died in 1981, his son, Peter, took over the restaurant. Peter Negri has continued his father's legacy of excellence, and Herren's Restaurant is still one of the most popular restaurants in Atlanta today.

Chapter 1: Herren's: A Culinary Legacy

The rise of Herren's as a culinary destination

Herren's Restaurant has been a culinary destination in Atlanta for over 90 years. But it wasn't always the fine-dining establishment that it is today. In the early days, Herren's was a modest diner that served sandwiches and coffee to the workers who were building the nearby Fox Theatre.

But Ed Negri, the Italian immigrant who founded Herren's, had a passion for food. He was determined to create a restaurant that would serve delicious, high-quality food at a reasonable price.

Negri started by using fresh, local ingredients in his dishes. He also insisted on using the best cooking techniques. Negri's commitment to quality quickly paid off. Word of Herren's delicious food spread quickly, and soon people were coming from all over Atlanta to eat there.

In the 1950s, Negri expanded Herren's menu to include more traditional Italian dishes, such as pasta, pizza, and seafood. Negri's Italian heritage and his passion for food were evident in every dish that he created.

Herren's quickly became known for its delicious Italian food. But Negri didn't stop there. He continued to innovate and expand the menu, adding new dishes and flavors all the time.

Today, Herren's is a culinary destination for people from all over the world. The restaurant serves a wide variety of dishes, from classic Italian fare to modern American cuisine. Herren's is also known for its extensive wine list and its knowledgeable sommeliers.

Whether you're looking for a romantic dinner, a special occasion celebration, or just a great meal, Herren's Restaurant is the perfect place to go.

Chapter 1: Herren's: A Culinary Legacy

Ed Negri: The visionary behind Herren's

Ed Negri was born in Italy in 1897. He immigrated to the United States in 1919 and settled in Atlanta. Negri worked as a dishwasher and a waiter before opening his own restaurant in 1929.

Negri's restaurant was originally called the "White House Cafe." It was a small, unassuming diner located in the heart of Atlanta's downtown business district. But Negri had a passion for food, and he quickly made a name for himself with his delicious sandwiches and coffee.

In the 1950s, Negri expanded his menu to include more traditional Italian dishes, such as pasta, pizza, and seafood. Negri's commitment to using fresh, local ingredients and his insistence on quality made Herren's a favorite among Atlanta's elite.

Negri was also a pioneer in the civil rights movement. In 1961, he became the first restaurateur in Atlanta to voluntarily integrate his dining room. This act of courage helped to break down the barriers of segregation and paved the way for other restaurants to follow suit.

Negri ran Herren's Restaurant for over 50 years. He was a beloved figure in the Atlanta community, and his restaurant was a gathering place for politicians, celebrities, and business leaders. Negri died in 1980, but his legacy lives on. Herren's Restaurant is still going strong today, and it is still considered one of the best restaurants in Atlanta.

Ed Negri was a visionary restaurateur who helped to shape the culinary landscape of Atlanta. His commitment to quality and his passion for food made Herren's Restaurant a beloved institution.

This extract presents the opening three sections of the first chapter.

Discover the complete 10 chapters and 50 sections by purchasing the book, now available in various formats.

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