

VoyageDallas

Daily Inspiration: Meet Daniele Puleo

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Today we'd like to introduce you to Daniele Puleo.

Hi Daniele, it's an honor to have you on the platform. Thanks for taking the time to share your story with us – to start, maybe you can share some of your backstory with our readers.

I came from Palermo, Sicily in November 1989 with a suitcase full of dreams. After landing in Arizona for a couple of years, where I started my involvement in the restaurant industry, I moved to Los Angeles, and my career took off.

I have worked with some of the greatest in the industry, Rex Downtown LA, Celestino Drago, and Mr. Chow, to name a few. I acquired amazing knowledge in every aspect of the food and beverage business.

Ready to put my name on the map, I moved to Dallas, where I opened Daniele Osteria in 2005, Brix Pizza and Wine Bar in 2008, and later, a second location in 2010.

After a few years, I decided to proceed with a new vision for the ever-changing food scene, and with my wife, we opened CiboDivino Marketplace in 2015. A second location came a couple of years later and they are both still open and part of our daily lives.

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Alright, so let's dig a little deeper into the story – has it been an easy path overall, and if not, what were the challenges you've had to overcome?

For the most part, it was an enjoyable journey. It was exciting but not easy. Some struggles needed to be resolved – the language was first.

Moving to a different country on the other side of the globe always has its challenges. New lifestyle, new people, new traditions, but most of all, a new way of seeing Italian cuisine as we know it. Learning a new system on how to open a restaurant and what needed to be done, remaining focused on a new living, no Christmas, no New Year, no Easter – all holidays were spent away from my direct family. Being away from them, that was the biggest challenge of all.

Having said that, I have no regrets, and I am now a part of a country that I have always loved.

Alright, so let's switch gears a bit and talk business. What should we know about your work?

I am a restaurant owner who loves what he does; I take it all, good and bad. My all-inclusive lifestyle is made out of principles and honesty. I specialize in cooking; I try to provide great quality items and express my personality in my establishment for which I am known. I am proud of my business and what I've become. I have a successful marriage, and my wife is not only my partner in life but also my partner in business.

I am real at what I do, I have learned a lot through the years, and I am still learning today. I have studied enology to make my food and beverage world more complete, and I love a good bottle of wine.

Have you learned any interesting or important lessons due to the COVID-19 crisis?

Nothing is to be taken for granted; life can change from one minute to the next. You are never ready for a pandemic of such a huge magnitude, but you can't stand still. You have to react and that's what we did in our business, we reacted, and we did it fast!

We suffered like everyone else, but America is strong and able to rebound from any difficulty. That's what I learned the most from COVID-19, be strong and trust the process, everything passes.

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