

AZeats Historical Archive

3 Tomatoes & a Mozzarella

Homepage



Quick Facts

Restaurant: 3 Tomatoes & a Mozzarella

Location: Scottsdale, Arizona

Founded: June 2000

Founders: Nancy and Jeff Roskin

Known For: Scratch-made pizza, pasta, paninis, salads, wine and beer.

Why This Restaurant Matters

3 Tomatoes & a Mozzarella was an early AZeats client whose website reflected the growing use of the World Wide Web by independently owned Arizona restaurants. It combined attractive design, event promotion, and online information to extend the restaurant experience.

Restaurant Overview

Founded by Nancy and Jeff Roskin after moving from Connecticut, the restaurant became known for authentic pizza, handcrafted recipes, and an upscale yet comfortable dining atmosphere. Everything from dough to desserts was prepared in-house.

Growth and Recognition

The restaurant expanded beyond Scottsdale while maintaining a commitment to quality over rapid growth. Newspaper coverage highlighted the founders' careful approach to expansion and their emphasis on consistency.

Website Significance

The preserved homepage illustrates the design style of early AZeats websites, featuring simple navigation, strong branding, and information that encouraged diners to visit, subscribe, and return.

About the AZeats Historical Archive

This publication is part of the AZeats Historical Archive, preserving early restaurant websites and recognizing restaurants that embraced the commercial World Wide Web.

Newspaper Coverage

Arizona Republic June 6, 2007



🍎 A Story: The Little Italian Eatery with Big Plans

Nancy had always believed that good food could change a person’s day. Her small Italian café in Scottsdale wasn’t fancy, but it had heart — the kind of place where the smell of warm mozzarella drifted out the door and regulars greeted each other like family.

She and her husband, Jeff, had built the restaurant from scratch. What started as a modest neighborhood spot quickly became known for its comforting dishes: a four-cheese pizza with a crisp, blistered crust; a vegetable panini that locals swore tasted better every time they ordered it; and a tortellini salad that somehow managed to be both simple and unforgettable.

As the years passed, something unexpected happened. Travelers passing through Scottsdale began asking why there wasn’t a location in their hometowns. A couple from the Southeast Valley said they drove nearly an hour just to eat there. A family visiting from Oklahoma insisted the café reminded them of the trattorias they’d visited in Italy.

Nancy realized her little eatery had become more than a local favorite — it had become a *concept* people wanted to bring home with them.

So she and Jeff began exploring the idea of expanding. Not with giant corporate investors or flashy marketing campaigns, but with people who genuinely loved the food and the atmosphere. They imagined small franchise locations run by families who cared as much about quality as they did.

The first step was simple: find communities that valued authentic, comforting Italian cooking. The Southeast Valley was at the top of their list. They also looked toward places where travelers had already carried stories of their café — Las Vegas, Oklahoma, and beyond.

Nancy wasn’t chasing fame. She was chasing the feeling she saw every time someone took their first bite of her pizza — that moment of quiet joy, the pause, the smile.

If she could bring that feeling to more towns, she thought, then expanding wasn’t just business. It was sharing something meaningful.

And so the little Italian eatery with the warm mozzarella aroma began its journey outward, one community at a time — not losing its soul, but carrying it forward.