

WELCOMING PRINCETON

Recognizing the contributions made by newcomers and immigrants

CONTES PIZZA



Having been born and raised in Princeton, Contes has always been my go-to pizzeria, especially being only a short walk from my house. Although I have been eating at Contes since I was a young girl, I finally had the pleasure of meeting **Ciro Baldino**, the current owner of Contes. He emigrated from **Ischia, Italy**, an island which he claims is the most beautiful, which it truly is. His uncle brought him and his family over from Italy to Princeton, when Mr. Baldino was the young age of 15 years old. This uncle who helped bring him over was the owner of Contes at the time, so Mr. Baldino grew up working at the pizzeria throughout school, working hard and learning how to be the best at every single position in the pizzeria. Once his uncle retired, Mr. Baldino realized the most logical thing was to take over the business and keep it in the family. Mr. Baldino explains that the name Contes originated from the original owner's last name – Sam and Anna Contes. Mr. Baldino claims his biggest help for developing the business was having good, hard workers, family and friends. His biggest challenge has been trying to maintain the quality of the food. His advice to other immigrants trying to find success would be to, "1. Try and learn the language 2. Work hard and do not seek assistance from another subdivision, and 3. Be the best at whatever you are doing, even if it's scrubbing dishes." When asked how we as a Princeton community can help others make Princeton their home, he stated, "Be respectful of others, and don't be a criminal." He further explained that people will be accepting if you are a hard worker and if you follow all the rules.

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