



LIL "MO" MOZZARELLA ELECTRONIC PRESS KIT

BIOGRAPHY

Lil "Mo" Mozzarella or MO Mozzarella

(who's real name is Mark Brucato) is a Brooklyn, New York based social media internet personality, comedian and food critic. Primarily known for his high energy 60 second comical food critic reviews of small business and his charismatic humor, wit, down to earth personality and fine taste in pure New York food culture. Brucato's videos have a spirit akin to Adam Richman meets Guy Fieri's Diners Drive-ins & dives mixed with a quick in and out Italian twist.

Lil Mo Mozzarella was born in Brooklyn, NY and raised in Queens, NY to a tight-knit Italian American community of family and friends. He left school at the age of 15 and went on to work as an apprentice in his father's HVAC business. It was in the family business that his strong work ethic was born, leading him to establish his own business at the age of 17 and later on pursue a degree in mechanical engineering.

CAREER HIGHLIGHTS

Lil Mo Mozzarella visited over 150 small business locations between 2020-2021 and his humorous food reviews and good deeds gained popularity when **Barstool Sports** posted his video and it went viral.

Brucato is a reoccurring character on **Sidetalk**, a popular New York video series and has also made public appearances at events like the 95th feast of San Gennaro in Little Italy, NY. In addition, Brucato has been featured in multiple Nicholas Heller (@newyorknico) commercials and has been featured by **Fox 5 New York, Access Daily, Complex, The Cut, Allhiphop.com, Wgnradio.com**, and many others.

A natural jokester, creator and entrepreneur at heart, Lil Mo Mozzarella was busting chops at an early age with his friend and family, spreading laughter and positivity. While growing the family business with accounts across the city, he was exposed to New York's creative culture and became a connoisseur of local art, music, cinema and literature. He started writing, drawing graffiti and doing improv for fun and eventually had his graffiti featured at the famed 5 Pointz. When he wasn't working or expressing his creative side, he loved going to local places to eat; the mom and pop type of places "where everybody knows your name."

When the heaviness of 2020 pandemic occurred, it was only natural that Lil Mo Mozzarella put his energy into creativity to reach people with his optimism. He created social media accounts under **@lilmomozzarella** for fun and began making lists of all the places and experiences he missed. Knowing that

PRESS HIGHLIGHTS

"The Viral Sensation Shares His Favorite Eateries In Little Italy."

FOX 5 NEW YORK

"Lil' Mo Mozzarella Has Made It His Mission To Help Restaurants And Small Businesses."

PIX11.COM

"Overnight Viral Sensation And Authority On Where To Eat In New York City."

ACCESS DAILY

many small businesses like the ones he grew up with were having a hard time Lil Mo Mozzarella made it his mission to help. He began visiting restaurants, bakeries and delis and featuring them and creating funny food critic videos on his platform to help lift up the spirit of people and small businesses up.

SOCIALS & BOOKING

FACEBOOK / INSTAGRAM / TWITTER

YOUTUBE / TIKTOK / CAMEO

LILMOMOZZARELLA.COM



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