

FISH & FARM

NEW AMERICAN SEAFOOD AND ARTISAN MEATS
FOR IMMEDIATE RELEASE

Trio of San Francisco pros create Fish & Farm, focusing on California seafood, artisan meats, and eco-friendly business

October 11, 2007 – San Francisco, CA — Fish & Farm, a unique restaurant passionate about food, farms, and the environment, opens today at 339 Taylor Street - two blocks away from Union Square. This chic, intimate establishment will bring exclusive, small farm sourced food at affordable prices and warm, knowledgeable service to an area of town best known for large hotels and department stores.

The restaurant is a concept partners Frank Klein, John Duggan and Elena Duggan want to keep alive; the trio has embraced the principles of the sustainable movement and employed them in every facet of the restaurant. Chef Michael Morrison, previously executive sous chef at Ame, with a pedigree that includes stints at Michael Mina, Bizou, and Fringale in San Francisco, aims to change the menu frequently based on what produce, seafood, and meat is in its prime.

The greater majority of the food, for example, will be sourced from within a 100-mile radius of the restaurant. Their rooftop garden, complete with organic herbs like rosemary, mint, and tarragon, will inspire a specialty list of cocktails, served in an eclectic collection of antique martini glasses. Reclaimed-bamboo floors and recycled marble countertops make up part of the décor, and the kitchen's cooking oil will be donated to a bio-diesel plant. The restaurant is also equipped with a specialized bottle crusher that improves the efficiency of recycling, and plans to be carbon neutral. By following unique composting and recycling procedures, they hope to generate no more than one small trashcan of "land fill" refuse per week.

Cuisine

"I want to convey a sense of honesty in the food," Morrison says. "We plan to deliver on what we promise." Morrison will use his ties with small, organic farms like Dirty Girl and Mariquita in Santa Cruz and Watsonville to bring the highest quality ingredients to the plate, *and* at a reasonable price.

The menu features "New American" seafood, derived almost entirely from the California coast, as well as "farm" fare and artisan meats, like Morrison's house made duck sausage (\$20) and venison spare ribs (\$10). Other highlights include a fish & chips (\$15), made from battered local rock cod and served with Morrison's malt vinegar and tartar sauce, hand cut penne with Delta crayfish and okra (\$17), an 8-ounce burger (\$9), and Point Reyes steamed clams with garlic

and drawn butter (\$9 per person), which can be ordered both family-style or just for one.

Morrison and his young, energetic staff will double as pastry chefs, concocting a dessert menu of updated, simple American classics, priced between \$6-\$7. Items like a Valencia orange float with orange cream and candied Valencia orange will appear alongside huckleberry and pear crumble, house made pies, and ice cream.

Partners

Partner Frank Klein, who has worked as a restaurant consultant for more than 20 years in addition to owning his own establishments, including the pioneering First Crush Wine Bar and the nationally recognized blues club Biscuits & Blues, has the highest confidence in Morrison's fare. "Morrison is a matter-of-fact kind of guy, and that honesty translates to his cooking. We liked what he had to offer."

Klein's partners in Fish & Farm include third generation restaurateurs John Duggan and Elena Duggan, the brother-and-sister pair who are third generation owners of Original Joe's, located just two blocks away from Fish & Farm. Klein will initially serve as general manager and wine and beverage director, while the Duggans will take care of hospitality.

Wine List

To complement Morrison's cuisine, Klein – whose expertise lies in creating concise and affordable wine lists, has composed a list of wines from small, independent producers - many of them organic and/or biodynamic. Glass wines will range in price between \$6 and \$10.

The worldwide list will be small but ever changing, with the vast majority of bottles under \$50, as Klein believes in lower-than-industry mark-ups, and will focus on those selections not available to the general public or other restaurants.

Design

Sheri Sheridan of San Francisco's Swallowtail Design, restaurant Salt House, and bar lounges Double Dutch and Otis, has created an American "vintage chic" feel for the 42-seat dining room, designed to convey a sense of neighborhood. Walls are an intense blue-brown, accented by clear, bell-shaped lanterns with Edison bulb fixtures. There is comfortable, plush booth seating as well as a tufted banquette, and chairs are recycled, weathered grey in the antique cruise deck style.

Floors are made from sustainable harvested bamboo, and artwork includes a massive grey-washed wooden credenza, which will serve as a waiter station, and a five-foot in diameter antique clock, collectors' fishing poles and pitchforks. The restaurant's bar located just outside the main dining room, seats 16 and is decorated with vintage American glassware and keepsakes. Both the main menu and abbreviated lounge menu will be served there.

"We want diners to feel comfortable, at home, and already thinking about coming back before they leave," says Klein. Part of that effort included reducing their noise footprint via an insulated ceiling crawl space, sound-baffling padding in the booths, a special cork under-flooring, and noise-reducing fans.

Fish & Farm is adjacent to the Mark Twain Hotel, where they will be introducing compostable packaging for room service orders. The restaurant will be open for dinner six days a week, from Tuesday-Sunday. The private Aquarium Club Room will seat 30, and an additional private dining room, the Fish Bowl, will seat 12.

Fish & Farm, 339 Taylor Street at Ellis. Open 5 p.m.-10 p.m. Tuesday-Wednesday & Sunday, 5 p.m.-11 p.m. Thursday-Saturday. Please call 415-474-FISH (3474) for reservations, or book online, www.fishandfarmsf.com.

###

For more info, contact:
Susie Biehler
Susie Biehler & CO
415.771.9975
Susie@biehler.com