

THE PRESS DEMOCRAT

Ad Number: PD04368253 Size (Actual): 11.625" x 21" Status: Proof
Advertiser Name: Pacific Market

Insertion Date	Publication	Class Code
Wed, Sep 24, 2008	Press Democrat	

“Slow Food Russian River is proud to be working with Fork & Shovel and Pacific Market. Our mutual goal is to develop a successful local food system for Sonoma County.”

LARRY MARTIN
SLOW FOOD GOVERNER FOR NORTHERN CALIFORNIA

Tour de force of So Co Foodies!

Front row: Tai Olesky, chef/owner Mosaic Restaurant & Wine Lounge, Forestville;
John Franchietti Rosso, chef/owner Rosso Pizzeria, Santa Rosa;
Kelly Sullivan, farmer, Wyeth Farm, Healdsburg;
Randi Seidner, co-leader Slow Food Russian River and Fork & Shovel;
Paula Shatkin, Slow Food RR co-leader;
Susan Mall, farmer Eastside Farm & **Jeff Mall** chef/owner Zin Restaurant, both in Healdsburg;
Elena Kolling youngest child of **Kendra and Paul Kolling** (directly behind Elena); orchardists & food producers, Nana Mae Organics, Sebastopol.

2nd row: (with shovel) **Marissa Guggiana**, meat purveyor - Sonoma Direct, Slow Foods RR co-leader and co-publisher Secret Eating Society, a Sonoma periodical; (next in sunglasses) **Blake Bauer**, farmer Mosaic Restaurant Farm, Forestville;
Laura Martin, Slow Food RR co-leader, culinary travel expert/owner HMS Travel, Santa Rosa; (in white chef jacket) **Bruce Riezenman** Chef/owner Park Avenue Catering; (holding melon) **Sue Campbell** Slow Food RR co-leader; (with eggplant on fork) **Josh Silvers**, chef/owner Syrah Restaurant Santa Rosa

3rd row: **Jim Reichardt** farmer/owner Liberty Duck, Petaluma; (with red pepper on fork) **Lukka Feldman**, founding partner Barndiva, Healdsburg, Fork & Shovel co-leader; (in cap) **Kevin McEnnis**, farmer Quetzal Farm, Sebastopol;
Larry Martin, Slow Food's Northern California Governer and culinary travel expert/owner HMS Travel, Santa Rosa; (in scarf) **Sarah Domke**, Slow Food Russian River co-leader & co-publisher Secret Eating Society.



“Seed by seed, plant by plant, peasant by peasant, community by community, country by country, we will reclaim our food freedom.”
Vandana Shiva




Come celebrate and help protect the future of Sonoma County's Food Shed

Oct. 5th 4-8pm Barndiva Healdsburg

For more info visit www.slowfoodrr.org

For tickets: www.brownpapertickets.com/event/41670



What is Slow Food and Fork & Shovel?

Come to Pacific Market Sebastopol, **this Saturday, 1 to 6**, sample & learn! **Taste:** Redwood Hill Farms cheese & yogurt, Terra Vista Bella Olive Oil, Nana Mae's Organic juices & sauces, LaLoo's Goat Milk Ice Cream, and other foods by Slow Food members.

Slow Food is an international organization of volunteers that work to sustain the agricultural and culinary traditions of people in this area and in communities around the world. **Slow Food Russian River** is our local chapter. **Pacific Market** feels that **Slow Food** RR's programs are of interest to our customers and all those who appreciate Sonoma County's agricultural heritage. We are members of **Slow Food**, and as grocers we offer a vast selection of local products. **Pacific Market** buys fruit, vegetables, honey, jams, meat, seafood, bread, cheeses, eggs, milk, yogurt and many other products that are grown and/or produced locally. We take great pride in the local products we sell here, and encourage you to choose local foods first when you shop. **Fork & Shovel** is a local organization that is using the internet to connect chefs needs to farmers bounty. Seeing local products on menus increases appreciation and awareness of farmed goods, and provides a great incentive to continue farming. Keeping local farms thriving benefits us all!
slowfoodrr.com • forkandshovel.com • pacificmkt.com

Get involved!

- Come into Pacific Market to learn how!
- Gravenstein Apple Presidia Project
 - Slow Food/SR Sunrise Rotary Club Steele Lane School Garden
 - SFRR Heritage Turkey / 4-H project

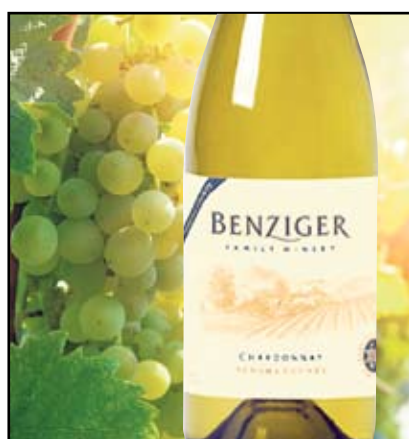
Pacific Market, your

local source

Shop local. Buy fresh.

Eat well!

AD: M. ANDRIOLA CASA MARINA@ATT.NET | PHOTO: D. GARRETT



cooked shrimp \$5⁶⁹ lb.

for shrimp salads, shrimp sandwiches, shrimp cocktails... shrimp is low fat & yummy! Try dropping it into hot ramen!

Hooker's pasta salad \$4⁹⁹ lb.

Italian Feta award winner by John Hooker, Petaluma!

Benziger Family Winery Carneros Chardonnay \$11⁹⁹ 750 ml.

Sam Adams beer \$10⁹⁹

12 pack, 12 oz. bottles. Assorted styles + crv. Check our chilled choices at Pac Mkt!

Sebastopol organic, heirloom tomatoes \$1⁹⁹ lb.

FREE DEMOS & TASTINGS! AT PAC MARKETS THIS FRI, SAT & SUN:

- Respect Vitamin Water** RP fri 2-6; Seb fri, 1-6, SR sun, 2-6
- Fresh baked bread** RP, fri, sat & sun, 6 pm
- Zico Coconut Water** all 3 stores, sat 2-6
- Saag's sausages** Seb, sat 1-5
- Meet Slow Food Members & taste their foods!** Pac Mkt Seb, Sat, 1-6 (details above)

PACIFIC Market

LARGE ENOUGH TO SERVE YOU, SMALL ENOUGH TO CARE!

SEBASTOPOL 707 823.4916
550 GRAVENSTEIN HWY. IN THE FIESTA CENTER, 116 WEST

SANTA ROSA 707 546.FOOD
AT PACIFIC & BRYDEN IN THE TOWN & COUNTRY CENTER

ROHNERT PARK 707 585.9643
GOLF COURSE DRIVE IN THE MOUNTAIN SHADOWS CENTER

FRIEND OF THE FARMER SINCE 1945! SALE THRU TUES 9/30/08
PACIFICMKT.COM