

FOOD ARTS

AT THE RESTAURANT AND HOTEL FOREFRONT

Market San Francisco—Even in the toughest economic climate in decades, food is still at the heart of life in the City by the Bay. Nearly \$100 million and 10 long years went into a restoration project at the foot of Market Street, now home to San Francisco's Ferry Plaza Farmers' Market, which surrounds a host of local retail food icons inside the landmarked Ferry Building proper.

Split between the colonnade facing downtown and the windy terrace overlooking the bay, the market, organized by the Center for Urban Education about Sustainable Agriculture (CUESA), convenes Tuesdays, Thursdays, and Saturdays, with a special garden market on Sunday mornings. The goal is to establish a long-term home for a world-class food market on the scale and scope of the Boqueria in Barcelona or the Pike Street Market in Seattle. The group also plans an education center, with a demonstration kitchen donated by KitchenAid, and will continue to develop a program of tastings, classes, farm to table tours, and conferences.

Meanwhile, food producers and purveyors deemed Northern California's very best by the developers are taking up permanent

"A farmer's market is a delightful counterpoint to modern life: a little patch of green in an asphalt city, an oasis of sights and tastes and smells in a climate-controlled, vacuum-sealed world. Having been eclipsed by the glimmer of the supermarket some 50 years ago, farmers' markets are flourishing again. This resurgence began in places like Ferry Plaza in San Francisco, where, every Saturday morning, one of the richest and liveliest markets in America is held."

MARKET DAYS & HOURS
 Tuesdays 10am - 2pm
 Thursdays 3pm - 7pm
 Saturdays 8am - 2pm
 Sunday Garden Market 8am - 2pm
 Year round, rain or shine

CUESA
 CENTER FOR URBAN EDUCATION ABOUT SUSTAINABLE AGRICULTURE
 Ferry Plaza Farmers Market
 One Ferry Building, Suite 50
 The Embarcadero
 San Francisco, CA 94111
 info@cuesa.org
 www.cuesa.org
 415.353.5650

MOLLY O'NEILL
 After Dark Times Magazine

CUESA is a 501(c)(3) not-for-profit California Corporation. Our mission, goals, and gifts are solely for our educational program and are not deductible for tax purposes. Thank you.

indoor residence in the Ferry Building. Among them are Acme Bread, McEvoy Ranch (olive oil), Hog Island Oyster Company, Cowgirl Creamery (cheeses), Scharffen Berger Chocolate Maker, and Peet's Coffee & Tea.

And then there are the restaurants, which should all be open by the end of this year or early next year. After all, great Bay Area chefs and restaurateurs don't just shop the market; they like to feed the shoppers and farmers as well.

Decade old Lulu spawned Lulu Petit, for sandwiches, salads, and its line of signature comestibles, including mustard with *harissa* and preserved Meyer lemons in olive oil; Tsar Nicoulai, the California caviar folks, will operate a 12 seat caviar bar; and Japan's largest prepared foods company, Rockfield Sozai (*sozai* means prepared foods) from Kobe, will make its North

American debut here. Taylor's Refresher, the legendary burger joint from St. Helena in Napa Valley, will flip and fry, and creative Vietnamese chef Charles Phan will move his popular Slanted Door into an 8,000-square-foot space overlooking the action.



All the chocolate you can eat at Sandrine's in Cambridge, Massachusetts.

Then there's talk that Alice Waters may help do A Slow Café, similar to her Café Fanny in Berkeley, featuring freshly made morning foods and really good slow roasted pork sandwiches.

Not surprisingly—this is San Francisco, after all—there have already been some heated discussions and disputes in newspaper articles and public meetings. Exactly how many bicycle racks are planned for the facility, which is already on its third executive director? Is Niman Ranch—purveyor of organic, free-range meats from a growing number of small farmers, not all in California—still small and special enough to fit in the mix? The answer to the last: yes, as a purveyor, but not in the farmers' section. Can a group of local architects come up with a better traffic flow pattern for the outdoor market, which simply doesn't

work for the serious market shopper (this one included)? Stay tuned for more good food and plenty of freshly juiced gossip.

—CLARK WOLF

Chocolate chip shot Cambridge, Massachusetts—For seven years, Raymond Ost played soccer on Sundays instead of serving breakfast or lunch. "I had had enough of doing eggs and sausages in hotels," he says of his years as Le Méridien Boston's executive chef. So while co-owning Sandrine's in Cambridge, Ost got pretty darned good at diving headers—that is, until the market tumbled and he needed a bottom-line boost.

First came lunch, last March: entrées (\$11 to \$19) such as grilled pork loin with *baricots verts et jaunes* and *pommes frites* topped with fresh fruit chutney, ravioli au gratin with roasted red pepper/tomato coulis, and sliced smoked salmon and smoked trout fillet with toasted brioche, cream cheese, and horseradish vinaigrette. The response was good, and he was making food that "pleases a little bit more, that's a little more creative." Then in April, consulting pastry chef Lee Napoli joined full time. The next step was toothachingly clear: a chocolate buffet.

As originator of Le Méridien's much publicized chocolate bar, Ost wanted the one at Sandrine's to shine. So starting in April, for \$30 per person, customers could combine their lunch (now brunch) entrée with unlimited trips to chocolate paradise: a bar brimming with house-made all-butter chocolate crois-