



CHEF JEFF CERCIELLO

CHEF/OWNER, FARMSHOP
MARIN, CA



FEATURED DISH

HOUSE MADE PASTRAMI SANDWICH
SONOMA BRINERY SAUERKRAUT, SPRING HILL CHEDDAR
MENDOCINO HOT & SWEET MUSTARD, SEEDED LOAF, POTATO SALAD

Jeff Cerciello's career began in 1991 and evolved from working at some of the most celebrated and critically-lauded restaurants in the world to conceptualizing and founding Farmshop Santa Monica, Farmshop Marin and FS Wholesale Bakery. A native Californian who grew up in Southern California, Jeff embraces all that the Golden State has to offer which is echoed in his unparalleled relationships with California producers. Farmshop was created with enthusiasm and passion to highlight these relationships. Farmshop is reflective of Jeff's long-standing commitment to California farmers, ranchers, butchers, bakers, creameries, winemakers, designers, and artisanal producers. Noted for its creativity, innovation and dedication to quality, Farmshop's market driven restaurants and well-edited, highly curated market invite you to experience California in an immersive culinary road trip.

Prior to founding Farmshop, Jeff started at The French Laundry and was ultimately promoted to Culinary Director of Casual Dining for The Thomas Keller Restaurant Group. During his fourteen-year tenure at TKRG, he was involved in all aspects of the acclaimed restaurant group, spearheading the openings of the trios of Bouchons and Bouchon Bakeries, and conceptualizing and opening Ad Hoc.



CHEF RAJ DIXIT

EXECUTIVE CHEF, MICHAEL MINA
SAN FRANCISCO, CA



FEATURED DISH

SAN FRANCISCO CIOPPINO
DUNGENESS CRAB, TOMATO SHELLFISH BROTH
GRILLED FISHERMAN'S WHARF BREAD & ROUILLE

Raj Dixit, Executive Chef at MICHAEL MINA in San Francisco, has worked in a number of top kitchens across the country. In his current role, he collaborates with Chef Michael Mina to elevate and innovate the Michelin-Starred flagship restaurant, earning the restaurant a prestigious four stars by the *San Francisco Chronicle* in 2018. Dixit presents food centered on Mina's philosophy of bold, balanced flavors, but also draws upon his passion for global flavors and influences.

A graduate from The Culinary Institute of America, Dixit has worked at The Ryland Inn under direction of Chef Craig Shelton, NYC's Bouley Restaurant where he garnered three stars from *The New York Times* and two Michelin stars, The Inn at Dos Brisas, and Michael Mina's Stonehill Tavern at the St. Regis Monarch Beach.



SOMMELIER RAJAT PARR

DOMAINE DE LA CÔTE, SANDHI, EVENING LAND



FEATURED WINE

SANDHI, CHARDONNAY, SANTA BARBARA 2018
SALEM WINE CO., PINOT NOIR, WILLAMETTE VALLEY, OR 2017
KUTCH, PINOT NOIR, SONOMA COAST 2018

Rajat Parr is a three time James Beard Award-winning author, sommelier, and winemaker. Born in Calcutta, Rajat credits his uncle in London for first introducing him to great wines. After earning a bachelor's degree in Hotel Administration, Rajat entered the Culinary Institute of America at Hyde Park, New York. He began his wine career as an apprentice to acclaimed master sommelier, Larry Stone at Rubicon in San Francisco.

Rajat went on to become wine director for The Mina Group, overseeing the wine programs in each restaurant as the group grew to 25 outposts throughout the world. Rajat partnered with Sashi Moorman in 2009, founding Sandhi Wines, a négociant based in the Sta. Rita Hills. Together with Sashi, Parr also oversees Evening Land's Seven Springs Vineyard in Oregon's Eola-Amity Hills. Rajat's profound knowledge of wines, enduring relationships with producers and renowned tasting abilities have made him a legend in the industry.



DIANE MINA

FOUNDER/OWNER
DIANE'S BLOODY MARY



Born in Nassau County, Diane Mina began her love affair with the bloody mary at a young age. On warm summer New York days, the family gathered at her grandfather's home for clam bakes. Pop-Pop, as Diane's grandfather was affectionately known, shared enchanting stories from his childhood while they feasted on Cherrystone clams and Nathan's hot dogs and the adults enjoyed their bloody marys.

Here Diane had her first sip of the spicy beverage that stole her heart and her taste buds. Captivated by the sweetness of the tomato, the heat from the spices, and that perfect touch of acidity from the lime, Diane began asking for a virgin bloody mary at every family function.

For years, Diane Mina has been perfecting her proprietary blends - inspired to craft her own version of the famed "Bloody Mary" cocktail for their Mina Group restaurants using her Garden Grown ingredients from their Marin County home.



21 SEEDS TEQUILA

KAT HANTAS, NICOLE HANTAS-EMANUEL & SARIKA SINGH



Founded by sisters Kat Hantas and Nicole Hantas-Emanuel, and their close friend Sarika Singh, 21 SEEDS empowers an audience of women to connect across borders, share ideas, and make every drink and every moment special. The brand began as a creative idea in Kat's home, when she decided to mix natural ingredients directly into tequila to add flavor. She shared her infused drink around the neighborhood, and its popularity made clear that she was onto something bigger. The trio flew down to Mexico to partner with a distillery where they found one owned and predominantly staffed by women – a perfect fit. Once they refined their recipes and came up with a name— two sisters, one friend, all natural: 21 SEEDS was born.

We infuse our 21 SEEDS Tequila with the ripest and juiciest hand-picked fruits. At 21 SEEDS, we are committed to using all-natural ingredients, both in our tequilas and our cocktails, and you can see, smell, and taste the difference

Our goal for 21 SEEDS is more than just a delicious tequila: we want it to inspire you to gather your tribe of friends new and old, cross borders, share ideas and make connections. It's the seed of something bigger.



OWEN'S CRAFT MIXERS

JOSH MILLER & TYLER HOLLAND
SAN FRANCISCO, CA



Owen's Craft Mixers was founded by Josh Miller and Tyler Holland, brothers-in-law living in New York City. The story begins by trying to create the perfect Ginger Beer for Tyler and Josh's favorite cocktail, the Moscow Mule (vodka, ginger beer, lime juice).

Leading with Ginger Beer + Lime and popularity of the Moscow Mule, Owen's has expanded the product line as the base for other cocktail favorites. Proudly made in the USA with the highest quality natural ingredients, Owen's is crafted to be the perfect cocktail partner for any occasion – LIQUOR'S BEST FRIEND. Never forgetting that drinking should be fun and enjoyed with others (most of the time at least), Owen's has transformed the cocktail scene across the country, pioneering a new group-sized cocktail culture and countless Instagram-worthy moments, the perfect drinking buddy. Owen's is now available nationwide in select restaurants, bars and retailers.

Owen's is named for Josh's great-great-grandfather Owen Woods, who immigrated to the United States in 1864. Upon leaving the Navy, Owen opened a general store and bar with his brother in Portland, Maine where he passed on his entrepreneurial passion to his 12 children. Owen Woods' determination and family-values are shared by Tyler and Josh, which is the spirit that drives Owen's Craft Mixers!



CHEF TONY GEMIGNANI

13-TIME WORLD PIZZA CHAMPION/CHEF/RESTAURATEUR
SAN FRANCISCO, CA



FEATURED DISH

MOSTACCIOLI PASTA

AGAVE PESTO, IMPORTED DORATI TOMATOES, TOASTED PINE NUTS
GOAT CHEESE, SHAVED PARMIGIANO REGGIANO

Tony Gemignani is the chef and owner of twenty-eight locations in Northern California and Las Vegas: Tony's Pizza Napoletana, Capo's, Giovanni Italian Specialties, Tony's Coal-Fired Pizza, multiple Slice Houses by Tony Gemignani, all in San Francisco; Pizza Rock in Sacramento and Las Vegas; and Tony's of North Beach and Slice House by Tony Gemignani in Rohnert Park and Las Vegas.

A 13-time World Pizza Champion, Tony has been perfecting his craft for more than two decades and holds an impressive set of awards for his pizza making and tossing skills. He is proprietor of the International School of Pizza in San Francisco, where he certifies chefs from around the world, and is an official U.S. Ambassador of Neapolitan Pizza by the city of Naples, a prestigious title only given to three people in the entire world. Tony has even been inducted four times into the *Guinness World Book of Records*.

Tony has appeared on several popular shows including *Good Morning America*, *The Today Show*, *The Tonight Show with Jay Leno*, and is a regular on *Food Network*. He even took home the gold medal at the Food Network Pizza Champions Challenge. He is the author of *PIZZA, Tony and the Pizza Champions*, and most recently, *The Pizza Bible*, the definitive book on pizza.