

# Rocco's Cafe

"One of the Best Kept Secrets of SOMA"



## Rocco's Neighborhood Newsletter

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Dear Don,

Welcome to another edition of Rocco's Neighborhood Newsletter. Thanks for subscribing to our newsletter and we look forward to seeing you in the restaurant soon!

### ~ A Note from Chef Don ~

First of all, I want to thank those of you that came to Rocco's for the filming of Diners, Drive-ins & Dives! Read more about the whole experience in the Upcoming TV Shows section below. Second, I can't believe school has started already - that was the quickest summer yet! To ease that feeling that summer has come and gone STOP BY AND GET SOME PASTA TO GO, or enjoy an evening out at Rocco's! You always have choices at Rocco's Cafe!

### ~ Upcoming TV Shows ~

As I mentioned above, I want to thank those of you that came into Rocco's for the filming of the Food Network's very popular show "[Diners, Drive-ins & Dives](#)". It was quite an experience to say the least! Besides the two 14-hour days of filming, many hours were spent in preparation: typing unwritten Italian recipes, taking photographs of the memorabilia-laden walls, reading and signing too many Food Network forms, and cleaning up the restaurant for the thousands of viewers nationwide that will see the inside of your neighborhood's very own Rocco's Cafe.

[Diners, Drive-ins & Dives](#) ~ From what I have been told, the producers were so impressed by all the things that make Rocco's, well, Rocco's .. from the location, quaintness, slight 'dive' character and neighborhood 'feel', local San Francisco memorabilia adorning the walls, and ESPECIALLY the FOOD .. they have decided that the segment featuring ROCCO'S CAFE on [Diners, Drive-ins & Dives](#) will air in the FIRST SLOT on the FIRST SHOW of the upcoming NEW SEASON in JANUARY 2009!! I will keep all of you informed as the next four months fly by.

ABC 7's "View from the Bay" ~ As far as I know, I will be appearing on Channel 7's "[View from the Bay](#)" food show once a month through the end of this year. In September's show, I will be showing everyone how EASY it is to make DELICIOUS HOME-MADE SALAD DRESSINGS with the ingredients currently found in most kitchens. Please look for more information in future newsletters.

I want to thank all of you for your continued support and patronage! THANKS!

### ~ Upcoming Events ~

#### Family Winemakers Tasting ~ August 24th, 2008 ~ Fort Mason

Showcase for California's small, family-owned wineries is one of the largest tastings of California wines in the world.

Venue: Fort Mason

Info: 415-345-7575

#### Major League Baseball! ~ S.F. Giants vs. San Diego Padres ~ AT&T Park

Friday, August 22nd 7:15 PM

Saturday, August 23rd 3:30 PM

Sunday, August 24th 1:00 PM

Buy Tickets: [Giants vs. Padres](#)

#### Outside Lands Music & Arts Festival ~ August 22nd ~ August 24th, 2008

The Outside Lands Music & Arts Festival is set to take place in San Francisco's historic Golden Gate Park with Radiohead, Tom Petty & the Heartbreakers, Jack Johnson and dozens of other bands and attractions. From singer-songwriters to DJs, jazz acts and cutting edge rock bands, all major music movements will be celebrated alongside a host of local musicians, food vendors and visual artists representing San Francisco's vibrant cultural community.

Venue: Golden Gate Park

Date: Friday, August 22nd ~ Sunday, August 24th, 2008

Time: Starts at 3pm Friday, 11am Saturday & Sunday

Website: [SF Outside Lands Music & Arts Festival](#)

Buy Tickets: [Purchase Tickets Online](#)

#### Free Shakespeare in the Park ~ Saturday August 30th ~ Sunday September 21st, 2008

Come see 'Pericles' Shakespeare's heroic tale of adventure, featuring a live soundtrack played by the cast. Bring your family, friends, a blanket and a picnic to enjoy professional theater at no charge! Forced to flee for his life as a young man, Prince Pericles embarks on an epic journey that leads him from a tragic shipwreck to a joyful marriage and from the loss of his beloved daughter to a surprising reunion. CLICK BELOW FOR DATES, TIMES, AND MAP.

Venue: Presidio Parade Ground, at the Main Post

Website: <http://www.sfshakes.org/park/index.html>

Map: [http://www.sfshakes.org/park/details\\_sanfrancisco.html](http://www.sfshakes.org/park/details_sanfrancisco.html)

### ~ Rocco's Catering ~

Are you planning a party but still have not really PLANNED the party? Let Rocco's Catering do ALL the work! Call now and take advantage of the coupon below! Whether it's a Birthday, Anniversary, Wedding, or other Special Occasion, Rocco's will help make your event not only SPECIAL but STRESS-FREE! And remember, you also have these options:

- Host your party here at Rocco's Caf - on Sunday, Monday, & Tuesday nights you could have Rocco's all to yourselves! (Minimum number of people 30, Maximum 50)

- We prepare the food - you pick up or we deliver
- We prepare the food - we deliver, set up, and provide service staff

Come visit us at [Rocco's Caf](#) .. we're a neighborhood institution having the same ownership and many of the same staff today as the day we opened in June of 1990.

Thank you for being a Rocco's Caf customer!

Don Dial  
Chef/Owner



## Free Drink

Bring this coupon and your valid email address to Rocco's Cafe and receive a complimentary beverage with any meal. Valid for Dine-In Only. No Cash Value. Not good with any other offer. One-Time Use per Valid Email Subscriber during offer period. Please forward this newsletter to friends using the Forward Email link below and by subscribing they will be able to enjoy this offer too! Thanks and Enjoy!

Offer Expires: September 15th, 2008

## Save 30%

Bring or Mention this Coupon and Your Valid Email Address and Receive 30% Off your Next Party or Company Function. Allow Rocco's Catering the Opportunity to Make your Next Event not only Special but Stress-Free! Please Click Here <http://www.RoccosCafe.com/catering.htm>, Email us [Catering@RoccosCafe.com](mailto:Catering@RoccosCafe.com), or call Chef Don at 415-554-0522 for more information.

Offer Expires: September 30th, 2008

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