

## Welcome to Rocco's Neighborhood Newsletter

"Rocco's Cafe...one of the Best Kept Secrets of SOMA"

### A Note from Chef Don

Well, summer is over, and school has started once again. Is it me or is summer getting shorter each year? Please drop me a line and tell me if your life seems to be passing you by too! I want to thank each of you for your patronage...it means a lot to me that you make the decision to eat at Rocco's and if there is anything that I can do to improve your dining experience please let me know. Remember, if you're thinking of coming down for lunch, especially on a Thursday or Friday, you can always give us a quick call to check how busy we are or to make reservations (parties of six or more).

### Folsom Street Fair

Yes, it's that time again. The world's largest leather event, the Folsom Street Fair, will take place on Sunday, September 24, 2006 from 11:00 AM to 6:00 PM. This year, as always, it will be located right in front of your favorite neighborhood restaurant Rocco's Caf on Folsom Street between 7th and 12th Streets. ([See Map](#)) Donations at the gates and proceeds from beverage purchases will benefit local charities. Already voted Best Street Fair for 2006 by the readers of the SF Bay Guardian, this year's Folsom Street Fair will showcase a roster of world-renowned alternative rock acts along with up-and-coming talent from far and wide. Click [Entertainment](#) for complete lineup details. Be sure to come see us for lunch at 1131 Folsom St. between 7<sup>th</sup> and 8<sup>th</sup> and check out the Fair while you eat. I guarantee the experience will stick with you like your favorite Rocco's pasta dish!

### SOMA History

The 1860s brought fortunes from silver mining to the City. Consequently, city services were expanded to areas in the vicinity of Seventh & Mission streets. Among these developments were a school at Market and Fifth Streets, a Market Street railroad, and by the late 1860s, a horse-drawn street railway system that enabled the user to pay a five-cent fare and transfer to virtually any part of the City. Horses did well on level surfaces, while the hills would wait for the invention of the cable car by Andrew S. Hallidie of London in 1873. Residential development often followed the routes of newly laid tracks. Senator Leland Stanford reportedly owned the franchise for the cable car line that surrounded the Seventh & Mission area, and this was one reason for choosing the Seventh & Mission location for the new Post Office and Federal Court House.

 [View](#) Birdseye view of San Francisco, 1868

### Rocco's Catering

If summer went by that fast, what's next? I really hate to be the first one to mention the "H" word, but...the Holidays will be here before you're able to print the vacation pictures you took this summer. Why wait til the last minute? Whether you're planning a football tailgate party for 500, a private Holiday party in your home, or company Christmas Party, we're happy to draw on our experience to help you make your event not only special, but stress-free! Please visit the [Catering](#) section of our web site, call or email us today so we can help you in your planning efforts. Bring this newsletter in and receive 10%\* off the cost of your Holiday party.

\*10% Discount expires December 31, 2006. Tax, Gratuity & Alcohol not included. No Cash Value. Cannot be combined with any other offer.

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

You are receiving this email because you joined our Email Club in our restaurant. Your email address will not be shared with anyone. You can opt out at any time by replying to this email with REMOVE in the subject line, calling us at 415-554-0522, or by snail mail to Rocco's Caf , 1131 Folsom St. San Francisco CA 94103.