

Welcome to Rocco's Neighborhood Newsletter

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

A Note from Chef Don

Now that we're well into November, it's time to plan for family, fun, and Holiday parties. Whether you are "already in the party planning stage", the "thinking of planning a party stage" or the "I don't have time to plan a party stage", DON'T WORRY!! [Rocco's Catering](#) is here to help! Please see the Rocco's Catering section of this newsletter for discounts and more information.

I want to thank each of you for your continued patronage. Our business exists because of you, our regular, loyal customer. Soon there will be a Comment/Voting/Suggestion Card available to voice your opinion on everything from adding your favorite special to the menu, voting for your favorite pasta sauce, or suggesting ways for us to improve your dining experience. Please take the time to fill one out...your opinion counts!

Rocco's Important "Special" Announcement

Back by popular demand!! The ever-popular ROCCO'S TRADITIONAL CRAB CIOPPINO special that we just served last Friday November 17th will make a repeat appearance on our Specials menu. Please mark your calendars for FRIDAY, DECEMBER 15TH and get to Rocco's Caf early to claim your very own CRAB CIOPPINO!

Moscone Center ~ Upcoming Events

San Francisco International Auto Show - Saturday, November 18th to Sunday, November 26th. Now in its 49th year, the San Francisco International Auto Show features more than 800 vehicles from over 40 manufacturers. This popular event is the number one auto show in the Bay Area and the only auto show held locally that lures the high-tech and dazzling displays from the world's major manufacturers. It is the second largest auto show in the western states and the number one exhibition of any kind in northern California. Visit www.sfautoshow.com for more information.

SOMA History

The 1870 San Francisco census listed 75,842 males and 61,577 females. A large number of residents were still living in hotels or lodging houses. Restaurants did well and abounded. Even in the environs of the Seventh and Mission area, we find several old hotels: the Seneca Hotel on Stevenson and Sixth Street and the Delta Hotel at Sixth and Mission. Bay windows were a common architectural trait as exemplified in the building presently located at Sixth and Jessie Streets. A great seawall to stabilize the waterfront was commenced in 1878 and finished some 40 years later. Architecture passed from a Greek Revival emphasis of the 1860s to Italianate, then Queen Anne in the 1890s.

➡ [View](#) Birdseye view of San Francisco and surrounding country, 1876.

➡ [View](#) Birdseye view from the bay looking southwest, 1878

Rocco's Catering

Whether you're planning a tailgate party for 500 screaming Raider or 49er fans, 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.