

## Welcome to Rocco's Neighborhood Newsletter

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

### Rocco's Specials

I want to thank all of you that came in for our top voted Specials in December. It was a big success. I want to let you know of a couple important specials by request. First, we will be serving our delicious and hearty French Onion Soup all day Thursday, January 19<sup>th</sup>. And, because so many of you have asked when we are going to have Crab Cioppino again, we decided it's never soon enough. We were going to have our famous Crab Cioppino Special on this Friday January 20<sup>th</sup>, 2006, but wanted to give you more advance notice....so we will keep you posted!

### A Special Note

You may know (all too well) Rocco's Café lost its "back room". Unfortunately, this has caused us problems as far as the number of customers we can seat. I know it has been frustrating for you, our loyal customer. Believe me, there is nothing worse than when you're craving one of your favorite Rocco's dishes and we are unable to seat you and you have to leave and go somewhere else to eat. This "situation" has ended up affecting us to the degree that when people think of Rocco's they think they may have to wait so they don't come at all. Actually, the wait is less now. Because we seat fewer people we take fewer orders so the food comes out faster. So, many times we DO have room to seat people very quickly. Remember, you can always give us a quick call to check how busy we are or to make reservations (parties of six or more).

### Rocco's Catering

So, you're dreading planning that party or other special event coming up in the New Year. Let Rocco's Catering do all the work! Whether it's a Birthday, Anniversary, Wedding, or other special occasion, we will gladly help you plan everything from menu selection to site selection. Email us or call us and we will email you an Event Location Chart with specific information on over fifty sites available for Weddings and Parties in San Francisco, Marin, Sonoma, and Napa counties. And don't forget you have these options available to you:

- Host your party here at Rocco's Café - on Sunday, Monday, and Tuesday nights you can have the restaurant 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

We promise to make your event not only special, but stress-free! Bring or mention this newsletter in and receive 10% off the cost of your party!

### SOMA History

Many people shorten the name to SOMA or SoMa, probably in reference to the SoHo neighborhood (South of Houston Street) in Manhattan, New York City, and, in turn, Soho in London, England. Even though there are many similarities, most San Franciscans prefer to refer to the SoMa neighborhood by its full name, South of Market.

Because of its blue-collar nature, South of Market is also an area of settlement for new immigrants. Entire communities made their homes in the district--from Irish Americans and Italian Americans to Greek Americans. Presently the largest migrant group living in South of Market is Filipino Americans.

Come visit us at Rocco's Café ... 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 Café 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 of our email club 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 Café, 1131 Folsom St. San Francisco CA 94103.