



di Ottimista

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SPUNTINO DI OTTIMISTA

From the founder of Ottimista Enoteca-Cafe
New Cow Hollow takeout spot for artisan cheese, Panini and more
Grand Opening, Thursday October 9th

San Francisco, California, September 25, 2008 – Spuntino, which translates as “little snack” in Italian, is the name of a new artisan cheese and takeout shop opening October 9th. Owner Melissa Gisler, who brought the Italian *enoteca* tradition to San Francisco when she opened Ottimista Enoteca-Café on Union Street in 2005, says the store’s concept was inspired by the popularity of Ottimista’s cheese plate, its wine and cheese pairing events and the neighborhood’s need for an affordable lunch and takeout option.

Located in a sunny corner storefront on 1957 Union Street, **Spuntino di Ottimista** offers a thoughtfully curated selection of artisan cheese, cured meats, and specialty food products in addition to a rotating takeout menu of Panini (and a Panini press for heat-and-go), par-baked pizzas, prepared foods, salads, and pastries made fresh daily in Ottimista’s kitchen just up the street. Spuntino will also offer catering with customized cheese and salumi platters and optional sommelier wine tasting services for in-home and corporate events.

Concept

Since opening Ottimista in 2005, Melissa Gisler, also a resident of Cow Hollow, noticed a few gaps in the street’s food scene. “Running Ottimista for nearly three years, you notice what people love and order all the time, like the cheese plate, and what is missing,

because they ask for it often,” she explains. “We’ve had countless requests for more takeout and lunch fare, especially from our regulars who work in the neighborhood. Getting a quick, affordable lunch is tough on Union Street, as there aren’t many quality grab-and-go options.”

Spuntino will feature Ottimista favorites such as thin crust pizza, fresh-pressed Panini, asiago pastry-wrapped olives, truffled white bean purée, and cheese platters. Convivial and affordable, Spuntino makes cheese and high-quality food and wine fun, convenient and accessible. Spuntino is also dedicated to offering local, organic and sustainable food products and biodegradable packaging wherever possible.

Cheese

Cheese takes center stage at Spuntino. Under the direction of Spuntino GM Brandon Kalember, a veteran of A.G. Ferrari, Spuntino offers a carefully chosen selection of 40-45 cheeses primarily from small, artisan producers. Cheeses are sourced from the US, Italy and France, with more than a third coming from local cheese makers. Cheese is cut to order, and sampling is encouraged before purchase. Spuntino will also offer a schedule of cheese tasting and wine pairing courses with notable cheese experts, authors and chefs throughout the year.

“Opening a cheese shop also has special meaning for me, as I’ve got milk running through my veins,” Melissa explains, “My great grandparents emigrated from the Lake Como region of Italy and started a dairy farm in Fresno in the early 1940s. My grandfather Raymond followed the family tradition with his dairy farm, Gandola Dairy, in Cypress, California where his 200 Holsteins produced “Grade A” milk for Adohr Farms’ milk. In those days, Grade A went to milk and Grade B was made into cheese.”

Takeout

Ottimista's kitchen prepares fresh Panini, salads, pizzas, and antipasti daily for takeout at Spuntino. Customers have the option of four different Panini grilled to order on the Panini press, with prices ranging from \$6.50 – \$8 for Panini and a daily “brown bag” special that includes the *Panino del giorno*, fresh fruit or side salad, and a choice of beverage. In addition, Spuntino customers will find fresh, seasonal salads, par-baked pizzas, and an assortment of fresh antipasti and cheese accompaniments for take away.

Wine

PERMITS NOT COMPLETED AT PRESS TIME, EXPECTED NOVEMBER. For take away only, Spuntino will offer a tightly edited selection of wines. The focus is on high quality wines from small, family-owned wine producers at a reasonable price point. The majority of the bottles will be priced from \$10 - \$20 with an emphasis on wines that pair well with cheese. There will also be a mystery box featuring a daily assortment of \$10 bottles.

Catering

Spuntino offers cheese and salumi platters, complete with traditional accompaniments and breads, for off-site events. In keeping with its green philosophy, the cheese and salumi selections are served on reusable bamboo cheeseboards (returned to Spuntino), or the customer's own serving piece rather than disposable plastic trays. Pricing starts at \$10/per person with a minimum of 10 people. Delivery is available (within a 2 mile radius) for an additional \$15.

Design

Spuntino's cheerful corner space reflects the inviting décor of Ottimista and features a reclaimed Italian *Oscartielle* deli case, a wine loft with library ladder (inspired by an *enoteca* in Sicily that Melissa visited), a large communal table, antique display tables discovered at the flea market, Melissa's family dairy heirlooms, dark wood floors, and warm, mustard colored walls. Seating is available outside.

Grand Opening: Thursday October 9th

Hours: Tuesday – Friday 11:00am – 7:00 pm
Saturday – Sunday 10:00am – 7:00pm
Closed Mondays

Location: 1957 Union Street (Laguna/Buchanan)
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