



BOCANOVA
JACK LONDON SQUARE
Oakland, California



How did Rick Hackett, an East Coast chef with classical French training and a California-Mediterranean repertoire, come to open a Pan-American Kitchen in the Bay Area's hottest new restaurant neighborhood, honoring and adapting the raw materials and culinary sensibilities of Central and South (as well as North) America?

It all started with the "staff meal", the informal repast restaurants serve to staff members before every shift. All too often this is a last-minute, thrown-together affair. Not in Hackett's kitchen, though: He has always felt that *any* food made in a professional kitchen should reflect the standards and talents of those preparing it; he also believes that a good staff is a restaurant's greatest asset, and so should always be well fed. "My Peruvian sous-chef and his mostly Hispanic staff started making dishes for staff meal inspired by the food of their homelands," Hackett explains. "The meals were fantastic! I realized that what we were eating in the kitchen was every bit as good as what we were preparing for our guests, and I decided that it was about time to celebrate the contribution Latino cooks were making to the rich culinary tapestry of San Francisco."

I started researching recipes and ingredients from Mexico and Peru, which in turn led me to other regions of Central and South America, which in turn brought me to understand how much the exchange of ingredients and techniques between Old World and New had contributed to the way we eat. The more I learned, the more excited I became about creating a restaurant that would celebrate the foods of the entire hemisphere, while acknowledging their connection with the cuisines of the Mediterranean and utilizing the treasure trove of products available to us in Northern California. That restaurant is Bocanova."

Opening Date: **September 1, 2009**

Location: Bocanova occupies a restored 1920s-vintage icehouse with unparalleled waterfront views in a prime location on historic Jack London Square. A vibrant multi-use complex just down the road from Berkeley and a short 20-minute drive from downtown San Francisco across the Bay Bridge or 25-minute cruise from the city's Ferry Building, the Square has become a living symbol of Oakland's revival, and the site of a burgeoning community of hot new restaurants.

Bocanova

Jack London Square - 55 Webster Street, Oakland CA 94607

Telephone: 510-444-1233 **Website:** www.bocanova.com



55 Webster Street, Jack London Square, Oakland, CA 94607

Tel. 510-444-1233 - Email info@bocanova.com

www.bocanova.com

The Kitchen...

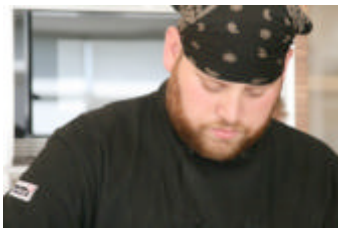
Executive Chef



Rick Hackett

A native of Michigan, Rick Hackett graduated from the Culinary Institute of America in Hyde Park, New York, and learned the principles of nouvelle cuisine at Yannick Cam's acclaimed Washington D.C. restaurant Le Pavillon before moving to the Bay Area himself in 1979. There he became part of the American culinary revolution, working at such establishments as Chez Panisse, Bay Wolf, Oliveto, Postrio, and Acme Bread. In 1992, Hackett and his wife, Meredith Melville, reopened the fabled Enrico's in North Beach as a supperclub featuring live music and California–Mediterranean cuisine. More recently the Executive Chef at the popular MarketBar in San Francisco's Ferry Building, Hackett has now created the perfect showcase for his innovative Pan-American cuisine, combining flavors and techniques from North, Central, and South America with Mediterranean traditions. rick@bocanova.com

Chef de Cuisine



Ross Kaplan

Ross Kaplan found his way from his home state of Maryland to the kitchen at one of Manhattan's best and most popular restaurants, Union Square Café, where he worked under James Beard Foundation "Best Chef in New York City" Michael Romano. Gravitating to the gastronomic hotbed of Berkeley, he went to work at Café Cacao, a small café attached to the Sharffen Berger Chocolate factory in Berkeley. From there, he joined Rick Hackett at MarketBar in San Francisco. When Hackett was ready to launch Bocanovia, Kaplan was his first choice as chef-de-cuisine. Together and separately, Hackett and Kaplan will research and come up with menu ideas, create recipes, and work to constantly improve current dishes. ross@bocanova.com

Pastry Chef



Paul Conte

It's not uncommon for pastry chefs to move to the savory side of the kitchen (sometimes to great effect: think Michel Guérard and Michel Richard). Bocanovia pastry master Paul Conte reversed the process: His first restaurant experience came as a cook at Mondrian in New York City (executive chef: Tom Colicchio), then moved to the kitchen of the Plaza Hotel, where chef Kerry Simon recognized his latent talent and encouraged him to specialize in pastry. Stints at restaurant legend Joe Baum's Aurora and the original China Grill followed. Moving to the West Coast in 1993, Conte manned the pastry stations at San Francisco's Restaurant Lulu, Tiramisù, Valhalla, MarketBar (where he first worked with Bocanovia's Rick Hackett), and Chaya Brasserie, before joining Bocanovia. paul@bocanova.com

Menu

When the vibrant flavors and savory ingredients of Central and South America, the aromatic flavors and ancient inspirations of the Mediterranean, and the best and freshest sustainably grown and raised foodstuffs of the Bay Area meet and mix and marry in Bocanovia's innovative fire - fueled kitchen—that's Pan - American cuisine.

Local Farm Partners

Allstar Organics – Will grow eight different varieties of heirloom beans for Bocanovia, various South American chiles, specialty herbs, and heirloom tomatoes. - <http://www.allstarorganics.com/>
Marin Roots - <http://www.marinroots.com/>



55 Webster Street, Jack London Square, Oakland, CA 94607

Tel. 510-444-1233 - Email info@bocanova.com

www.bocanova.com

Star Route - <http://www.starroufefarms.com/>
County Line and Little Organic Farm - <http://is.gd/1RLnu>
Yerena – strawberries and berries - <http://is.gd/1RLrZ>
Blossom Bluff - stonefruit - <http://blossombluff.com/>
 Knoll Farms (Tairwa Farm) -figs, cardoons, green garlic, and spring onions -
<http://www.knollorganics.com/>
Cotella Produce - local organic produce including potato varieties from
 South America - <http://www.leolcotellaproduce.com/>
Happy Boy Farms - <http://www.happyboymfarms.com/>

Restaurant Design:

Bringing new life to a historic 1920s-vintage icehouse completely restored and renovated, Bocanova occupies a stunning 6,500-square-foot space defined by soaring ceilings, magnificent concrete columns, and floor-to-ceiling south- and west-facing windows providing unparalleled views.

Prominent San Francisco architect Michael Guthrie (Bix, Myth, Zinnia) has created the perfect environment for chef Rick Hackett's innovated Pan-American cuisine, using recycled and sustainably harvested materials, including wood, stone, tile, fabric, artisanal surfaces, and found objects, and giving Bocanova a look that is both contemporary and rustic—just like the food.

Front of the House...

Owner



Meredith Melville

Meredith Melville got her first inside knowledge of the restaurant business as a server at Chez Panisse and Bay Wolf—where she met her future husband, Rick Hackett. Melville and Hackett went on to open the revived North Beach landmark Enrico's. There, and at two other restaurants the couple subsequently launched, she developed a philosophy of service based on understanding and meeting the diner's wants and needs. "The most important thing we can do as restaurateurs," she says, "is to make each guest's overall experience a comfortable and memorable one." meredith@bocanova.com

General Manager



Mauricio Mora-Bonilla

Originally from Costa Rica, Mauricio Mora-Bonilla moved to the Bay Area in 2004 to complete a degree in Hospitality and Restaurant Management at the California Culinary Academy. With 16 years of experience in the hotel and restaurant industry, Mauricio has led teams at Marriott Hotels and Resorts, W Hotels, MarketBar, Left Bank Brasserie, and other restaurants in the Bay Area. His most recent position was as General Manager of Left Bank Restaurants. Mauricio holds two other degrees in restaurant management from the University of Costa Rica and the Costa Rican National Institute of Learning. mauricio@bocanova.com

Reservations: www.Bocanova.com
Open Table Reservations will be online
Telephone: 510-444-1233



55 Webster Street, Jack London Square, Oakland, CA 94607
 Tel. 510-444-1233 - Email info@bocanova.com
www.bocanova.com

Group Events:

Bocanova offers flexible indoor meeting and event space to accommodate groups of 10 and 30 guests. Natural light fills the private dining room from a large door and set of windows looking onto the landscaped patio and the marina beyond.

Worth Noting:**The Exhibition Kitchen...**

One side of the exhibition kitchen will showcase our Cevicheria and Raw Bar featuring such items as oysters and clams on the half shell, cracked Dungeness crab, wild shrimp, ceviches, and crudos.

The other side of the exhibition kitchen is the 'hot side', showcasing the hearth oven, the grill, *la plancha* (the griddle), and the vertical rotisserie. Fire-cooked specialties include large cuts of meat sliced and served on platters family-style, Peruvian spice-rubbed whole rotisserie chicken, house-made sausages, grilled steaks and churrascos.

The hearth oven will feature pizzas, slow braises, vegetable and potato gratins, and slow-baked heirloom beans.

The Bar...

The bar will seat approximately 15 people and the adjacent lounge area will seat an additional 60. There will be small tables available in the lounge, a drink rail at the columns and communal tables. During lunch and dinner the full menu will be available in the lounge, in between lunch and dinner a Bar/Patio menu will be offered.

The Patio...

Reminiscent of an Argentine outdoor café with oversize umbrellas, gas heaters, and large colorful planters. Al fresco diners will have an unparalleled view of the marina and estuary beyond.

The Wine List...

Bocanova will offer wines by the glass, ½ carafes and full bottles. The wine list will be purposely crafted and regularly updated to pair with the food offered on the menu. It will feature up to 150 selections ranging in price from \$20 to \$95 per bottle. Corkage will be \$15. The interior design will feature temperature controlled wine racks along the back wall in the bar area to give the feel of a South American wine bar.

Opening soon, the Jack London Square Farmers Market...

The new food market is modeled after the Ferry Building, Market Hall, Pike's Market in Seattle and Granville Island in Vancouver. There will be two floors of produce, meat, fish and food related vendors. Above the market will be restaurants, a cooking school and office space.

Media Contact:

Pamela Hunter / Ashley Teplin
Studio-707 - 68 Coombs Street, Napa
Tel: 707-258-1699 - admin@studio-707.com



55 Webster Street, Jack London Square, Oakland, CA 94607

Tel. 510-444-1233 - Email info@bocanova.com

www.bocanova.com