

Dear Friends,

The May Triple Dot is here and we have a lot of tasty news to share with you, from salmon to crepes to sashimi. Our clients new and old have a lot happening this month and many reasons for you to stop in and taste for yourself what's going on.

But May is also a special month for Ellipses PR for other non-edible reasons as we celebrated the birthdays of both Diana Gil-Osorio and Caitlin Sandberg, as well as our company's three-year anniversary. Thank you for sharing the good times with us and we hope to keep rocking and writing for many more.

Cheers,



*Tami von Isakovics & Diana Gil-Osorio*

P.S. For the latest news and tips, be sure to follow us on [Facebook](#), [Twitter](#) and our [Dot Dot Dot](#) blog. (And Diana is @iamdigo on her new favorite app, [Instagram](#).)



# client wire

## Salmon Season!

As you might have [read](#) recently, it's California salmon season and this year is expected to be bountiful, after several sluggish years, so we're all in for a treat. You needn't be a pescatarian to enjoy this plump pink fish and to celebrate, the [Half Moon Bay Brewing Company](#) is now featuring fresh-off-the-boat salmon prepared by **Chef Gaston Alfaro** any way you like on Wednesdays and Thursdays. Whether it be poached, tempura-battered, blackened or pan-seared, you get it your way and with a choice of two sides, such as rice, mashed potatoes, small green salad or seasonal vegetables (\$21.50). And while you're at it, why not wash it down with a house-brewed Mavericks® award-winning Amber Ale, Big Wave Ale or Sandy Beach Blonde Hefeweizen? Hop, swim, jump, dock, park or dive on over to the Brewing Company any during salmon season (roughly through October) before they swim away for another year.



## Get Local

As some of you loyal Triple Dot readers remember, we were first smitten with Oakland's [Local Café](#) back in January, featuring their *Breakfast Biscuit* sandwich as our "[Sweet Spot](#)" winner.



Now our client, Local Café is expanding their offerings in the petite 30-seat space, which was opened by first-time restaurateur, former sales and marketing executive and mother of two young children, Megan Burke, in August. The popular restaurant is launching a new [weekend dinner service](#) starting this Saturday, May 19, so those of you who couldn't get enough for

breakfast and lunch can now linger into the night and choose one of many sumptuous and comforting entrees from Executive Chef Jhon Gomez and Consulting Chef Colin Etezadi. Be it a *Flat Iron Steak* with grilled asparagus, celery root mash and balsamic drizzle; a crispy **Half Roasted Chicken** with seasonal vegetables or *Baked Penne* with fontina and aged white cheddar cheese, topped with optional pork and beef meatballs, you can bet your bottom dollar that it will be delicious, affordable, family-friendly and very locally-sourced. Diana lives in the

neighborhood, so please [drop her a line](#) if you'd like to meet her at Local Café for a bite any time! (Photo: [Rick Camargo](#))

## Skate on In

And speaking of locals, those of you who have been living in Bay Area for a while may be familiar with another new client of ours and a 29-year-old dining institution: [Skates on the Bay!](#) The restaurant has recently undergone a beautiful new renovation, offering the same comfort you remember from years past, but a modern new interior and menu to bring you into contemporary now-ness.

Skates on the Bay is a beautiful and historic waterfront gathering place for fresh seafood, classic American fare and unmatched, expansive views of the San Francisco Bay. Originally opened in 1983 in the Berkeley Marina and handsomely redesigned last month, the restaurant has been drawing locals to its doors for decades and now offers a new raw bar,



which displays some of the fresh seafood available on the menu as well as some daily-changing fresh catch items. Should you be in the mood, say, for some *Hamachi Sashimi* with cilantro, jalapeño, lime, tomato and smoked sea salt or *Wild Alaskan Salmon Carpaccio* with mustard aioli, cream cheese, capers, pickled fennel and crispy bacon (remember – it's salmon season), you can get your fill here in a new and tasty way. We challenge you to find a more beautiful spot to view the Bay while sipping a martini and slurping an oyster. (Photo: © 2012 [FrankeyImages.com](#))



## sweet spot

With so many amazing restaurants in the Bay Area, it can sometimes be hard to cut through the noise and find a dish that is truly memorable. Luckily for us, we diligently “slog” through the days and dine around town for our readers, on search of the next great thing. We know,



it's hard work, but someone has to do it. On a recent visit to the five-month-old [State Bird Provisions](#) (also conveniently located very near the Ellipses PR HQ), we found what we had been searching for in the form of many scrumptious dishes



served tableside by cart or tray for our picking and choosing. Sure, the *Duck Liver Mousse with Almond Biscuits* welcomed us with their velvety richness as soon as we sat down, and yes, the *Kimchi-Pork Belly with Tofu and Clams* warmed our bellies, adorably presented in an individual black cauldron.

In fact, in all the dishes that

made their appearance at our table, I'm pretty sure there wasn't one that we declined and we were handsomely rewarded for our eagerness with each bite. But what we left dreaming about as we hit the streets outside was the '**Green Garlic Bread**' with **Burrata**, which was a delicious, salty, creamy dish, with perfectly textured bread as the serving vessel. These are the provisions of Queens and we will be back for more very soon! (Photo courtesy State Bird Provisions)



## snapshot

Meet **Zeynep Aynaci**, or "Z" as she's referred to by her friends. She's the owner and chef behind [Crêperie Saint Germain](#), a San Francisco-based fast-casual crêperie specializing in traditional French buckwheat and gluten-free crêpes. You may be familiar with her hand-held triangles of love from visiting her at the original mobile crêperie location on Howard and 2nd Streets or perhaps in the FiDi at Sansome and Sutter. (And, pssst: two more San Francisco locations coming soon!) With so many options on the menu from the traditional to the innovative, it's hard to pick a favorite, but we're currently in love with the *Braised Beef Crepe* with avocado, jalapeño, mozzarella, tomato and green onion. It's like Mexico meets France in every bite and if that's wrong, we don't want to be right. But, back to the crafty woman who wielded this recipe. Before she started her business in 2009, the native Turk spent her career working in the IT and marketing industries. Taking culinary classes at Diablo Valley College while working full-time planted



the seed for her to eventually make the career switch and we sure are glad she did. When she's not making crêpes, she loves making a traditional Turkish

dish of Kofte meatballs at home or dining at some of her favorite Bay Area restaurants including Kokkari, Burma Star, Sushi Sam's and Auberge du Soleil. Outside of the country she says her most recent favorite vacation spot is Cesme, Turkey, close to Ismir, where she enjoys the area's great restaurants and the best windsurfing in the world. (Photo: © 2012 [Frankeylimages.com](http://Frankeylimages.com))



## the funny papers

On the theme of May birthdays and, well, feeling one's age, we give you this: [48 Things That Will Make You Feel Old](#)



## think tank

In honor of Facebook's stratospheric IPO today, we think it appropriate to ask: [Is Facebook making us lonely?](#)



**Interested in seeing how we can positively impact your bottom line?** Drop us a line here: [tami@ellipsespr.com](mailto:tami@ellipsespr.com) or [diana@ellipsespr.com](mailto:diana@ellipsespr.com). Mention The Triple Dot and receive a complimentary one-hour consultation.

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