



Visit CA Restaurant Month 2020

Crab Feast Mendocino

In January, Mendocino County is just the place to Find your Happy! Join the festivities this year at CRAB FEAST MENDOCINO, a ten-day extravaganza of events dedicated to our favorite crustacean Mr. Crabby! Shrug off those winter blues and indulge in fine seafood, wine, beer, and more at family-style crab and cioppino feeds, gourmet crab-themed dinners, crab and wine pairings, whale watching and crab fishing adventures, a Wine Competition showcasing our sparkling liquid assets, and the ever popular Crab Cake Cook-off that highlights the talents of our county's chefs. Unplug with us in beautiful Mendocino County and stay a night or two, or more, in some of the most unique lodging properties in Northern California!

What is your objective in participating in 2020 California Restaurant Month?

We want to tell the world about the amazing food, attractions, unique lodging and fun things to do and see in Mendocino County!

How would you characterize the restaurant/food scene in your destination? What are some of the attributes that make it special and unique?

In 2019, a Mendocino County restaurant received a Michelin star... this is a first for the county and, we believe, not the last. Our restaurant scene is growing and capturing attention from national and international press. Our county chefs are challenged by a remote environment but have access to an incredible pantry of local ingredients, some of which are grown especially for restaurants.

How do local ingredients and California's endless bounty factor into your destination's dining culture?

Mendocino County chefs are seasonally driven. As one restaurant puts it, "What's at the market dictates what's on the menu." The ethos of the back-to-the-land movement in the 1970s, which was driven by self-sufficiency and a "grow your own" lifestyle, has carried forward to the culinary scene of today. Market farms and farmers' markets are the source of much of the food served in the county's restaurants. Fishing boats bring in the freshest catch of the day that's often on the table that evening and local ranchers raise grass-fed cattle, free range poultry and acorn-fed pigs. One notable dining room on the South Coast sources its ingredients from within a 50-mile radius, growing much of their own produce, making their own salt, and foraging the ocean for seaweed and uni.

On the wine side of things, over 20% of Mendocino County's winegrapes are certified organic and, in fact, one-third of the total organic winegrape acreage in California is in Mendocino County. Demeter Certified Biodynamic® acreage in Mendocino County is 10 times higher than any other region in California.

What are the signature culinary events or experiences that are unique to your destination?

Crab Feast Mendocino - every January the county becomes the hub for a 10-day countywide celebration of the Dungeness crab

Whale Festivals - on first three weekends in March, the Mendocino Coast is whale central with all manner of whale-related events and culinary adventures

Winesong - every September, the Mendocino Coast Botanical Gardens is home to a bounty of winemakers and culinary artists pairing wine and food to raise funds for a worthy cause

Mushroom Feast Mendocino - as the first rains begin to fall, mushrooms begin to pop up from the forest duff and announce themselves to the world. In Mendocino County, we celebrate our 3,000 varieties of mushrooms with a 10-day countywide festival.

What 2020 participating restaurant may we utilize for potential CRM media or promotional opportunities?

The Bewildered Pig

What's interesting or noteworthy about this restaurant?

Janelle Weaver and her business and life partner, Daniel Townsend, transformed the legendary Floodgate building in Philo, California into a dining destination. As Travel & Leisure put it so succinctly, "Maybe, eventually, Weaver's innovative food will simply be called Anderson Valley Cuisine." Janelle takes a bold approach to flavor and texture, for example marrying locally pastured pig with parsnip puree. The restaurant offers an a la carte menu, tasting menus, and special event menus. Open Thursday-Sunday.

What local culinary personality may we utilize for potential CRM media or promotional opportunities? (Person should be affiliated with your Restaurant Month event-chef, sommelier, restaurateur, forager, winemaker, etc.)

Sarah Cahn-Bennett, Pennyroyal Farm

Links to person's web site or video clips: (broadcast news preferred)

https://www.winemag.com/content/40-under-40-2019-sarah-cahn-bennett/?fbclid=IwAR1mapdYx3p9hB9Lv-hAoGLOpw2YqENQL64YjW4ogSyG7B_m7vB2QtImzH8

www.pennyroyalfarm.com

<https://vimeo.com/user38965698/review/366552276/237eoad7f8> (passcode BAL); start at 03:24

What's interesting or noteworthy about this personality?

Sarah Cahn Bennett is the daughter of Deb Cahn and Ted Bennett, founders of Navarro Vineyards, one of the first wineries in Mendocino County's Anderson Valley. Growing up immersed in the wine business, Sarah studied at UC Davis where she met Erica MacKenzie-Chapter, who was studying cheese-making after stints in France. Here, the idea of Pennyroyal Farm was born. At Pennyroyal, Erica's herd of goats (and sheep) produce luscious milk that's made into a variety of cheeses all named in the local argot, Boontling. Sarah is the winemaker and creates the perfect wine pairings for the cheese. In 2019, Sarah was named as one of Wine Enthusiast's "40 Under 40 Tastemakers."

Images

<https://mctc.box.com/s/ytuaawumsoscxey2cbmh3shml1f7wde>

Yes! I would like to be considered for the following promotional opportunities from Visit California:

- X Hosting a culinary journalist or top-tier foodie influencer. (Destination to provide one-night hotel accommodation and work with your restaurant partners to provide hosted meals and chef interviews or special experiences.)
- X Surprise & Delight Activations on Social Media (Destination to provide VIP experiences or gift certificates as prizeing.)
- X California Questionnaire or California Now Podcast featuring a celebrity chef (Destination to provide access to a celebrity chef to answer questionnaire.)