

FOR IMMEDIATE RELEASE



*Boccalone Salumeria to be the Newest Addition to the San Francisco Ferry Building
Locally produced artisanal meats from the Incanto team have found the ideal retail location*

San Francisco, CA; May 5, 2008 -- The **first retail location of Boccalone** (www.boccalone.com), the artisanal salumi venture from Chris Cosentino and Mark Pastore of Incanto, will open in **Summer 2008** at the **San Francisco Ferry Building Marketplace**. Located along the main corridor of the food shoppers' paradise, Boccalone Salumeria will feature **more than 20 varieties of Boccalone's handmade cured meats**. Customers will be able to purchase salumi sliced to order, in hot and cold panini, on a variety of salumi platters, or in portable paper salumi cones, along with a selection of condiments, apparel and gifts.

Boccalone's 300 square-foot store will be cast in a modern, clean aesthetic, its inspiration part Moto Guzzi, part Bologna's Tamburini. A Ferrari red vintage-style Italian slicer, seated upon a white Carrara marble pedestal, will be a centerpiece of attention for salumi lovers and novices alike. Additional visual flourishes will include an eight-by-eight foot glass refrigerator housing a variety of hanging meats including capocollo, lonza, salami, and the previously unavailable Boccalone prosciutto as well as extensive natural wood finishes throughout the shop constructed in old-growth yellow cedar, reclaimed from a dismantled pier just down the Bay from the historic Ferry Building's own waterfront location.

Boccalone Salumeria will tempt Embarcadero lunch-goers with a changing selection of hot and cold panini, such as *Lonza with peach and mint; Pate di Campagna with butter lettuce, Boccalone mustard and cornichons; and Salame Pepato with mozzarella, basil and roasted peppers*. Additionally, olives, breadsticks and side salads will be available. In addition to the panini and aforementioned hand-held paper cones other take-out options will include picnic platters, gift boxes and airplane-friendly packages. Boccalone items will be available for delivery in the downtown area, courtesy of a custom-designed bright red "salumi-cycle," designed and built by Sycip Designs of Santa Rosa.

Boccalone's salumi are handcrafted in small batches in Oakland, using sustainably raised heritage-breed pork and the highest-quality spices from Jing Tio's Le Sanctuaire. Until now, a selection of Boccalone products have been available by mail order, on select restaurant menus, in a handful of Bay Area retail shops, and through the innovative CSA-inspired Boccalone Salumi Society. Society members will now be able to retrieve their "sacchetti," or boxes, at the Ferry Plaza retail location.

"We're bringing the modern Italian salumeria to America, using locally-produced meats," says Chris Cosentino, "and what better place to do this than the Ferry Building Marketplace?"

Store Hours: 9:00 am – 7:00 pm Mon – Fri; 8:00 am – 6:00 pm Sat; 11:00 am – 5:00 pm Sun

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