

Market Moments

Napa Farms Market Newsletter

Summer 2015

Ferry Building Visit



The Napa Farms Market management team enjoys visiting the vendors that represent products sold at the market. In June, the team came together for an outing to the Ferry Building. The Ferry Building is home to many of the vendors at Napa Farms Market. This visit was extra special as Sue Conley from Cowgirl Creamery was the host. Sue invited the team for a private tasting and education session at their Ferry Building store. Carol Levalley, President of Rustic Bakery was also invited and offered a special presentation of the Rustic Bakery product line. Sue walked the team through the Cowgirl Creamery signature cheeses, as well as showcased new offerings. Following the presentation, the team indulged in lunch hosted by Cowgirl Creamery at their Sidekick.

In addition to visiting Cowgirl Creamery, the team cruised the Farmer's Market held on the Ferry Building plaza. Visiting the Farmer's Market, browsing seasonal produce and chatting with local farmers offers great inspiration to utilize more local farms produce on the menu, as well as whole fruit offerings to the passengers. The day offered great insight to current products as well as ideas for new ones.



Cheese Tasting



Acme Bread Visit

Food on the Fly



On June 29, 2015 AirGrub Systems (www.AirGrub.com) announced the launch of the AirGrub app at three Tastes on the Fly restaurants at San Francisco International Airport. Travelers can order and pre-pay for airport meals at Perry's (Terminal 1), Napa Farms Market (Terminal 2), or Yankee Pier (Terminal 3). Travelers are able to select a restaurant according to their departure terminal. Then the order is placed with payment and they schedule a time to pick up their meal. When the guest arrives at the restaurant, their meal is freshly made and waiting for pick up.

"Many travelers don't have time to stand in a line or enjoy a relaxing sit-down meal. Still, they want delicious food for the concourse or the plane. With AirGrub, they can order the food they want from our menus while saving precious time.", said Michael Levine, CEO of Tastes on the Fly Restaurant Group, *"We are pleased to work with AirGrub to bring added peace of mind to our guests."*

"We are pleased to be partnering with Tastes on the Fly and launch in San Francisco, where food, travel and technology are so intertwined," said Surya Panditi, co-founder and CEO of AirGrub. *"We all need to eat and sleep - when we travel, we don't walk around looking for which hotel to stay at so why wait until you are at the airport to decide what to eat? Tastes on the Fly's commitment to great food quality and outstanding customer service along with the convenience, time savings and peace of mind that comes with AirGrub will improve the air traveler experience at San Francisco International Airport."*

The app is available on the iTunes Store and through Google Play. The San Francisco International Airport pilot is the first airport for AirGrub. Over the next several months, they will add additional airports and restaurants throughout the United States. Offering Air Grub to travelers is an example of how Napa Farms Market continues to raise the level of guest service.

Cold Brew on Tap

Napa Farms Market is the first airport restaurant to offer cold brew coffee on tap. Cold brew coffee refers to the process of steeping coffee grounds in room temperature or cold water for an extended period that can take over 24 hours. Offering the cold brew coffee on tap not only allows the coffee to always be available, it also ensures freshness.



Market Spotlight



Monique Murriel

Monique always assists the team by taking initiative to assist with extra tasks whenever asked and helping her co-workers. She is especially helpful ensuring the store is stocked.



Kenneth Ponio

Kenneth leads by example, always assists his co-workers and ensures the store is stocked according to standards. He is a great help and enjoys working with the team.



Mohammed Hanif

Mohammed welcomed his first grandchild, Aaira Arsha Hai on July 5th, 2015. He is very proud to be a grandfather!

Summer Menu Updates



Loaded Wedge Salad

Summertime means new seasonal menu updates. Beginning in June, a new seasonal menu was introduced at Napa Farms Market. At Tyler Florence Fresh, the new salads and side dishes feature seasonal and local vegetables. The Loaded Wedge Salad (prepared to order) features Pt. Reyes blue cheese, Applewood smoked bacon, candied pecans, grape tomatoes and a house made creamy herb dressing. Other Tyler Florence Fresh highlights are the Heirloom Tomato Salad, Corn Succotash and Roasted Broccolini.



Protein Packs

At the pizza station, the Pesto Chicken Pizza started out as a special offering and it was so popular that it is now on the permanent pizza menu.

All Natural Roast Beef & Cheddar and the Roasted Cauliflower Sandwich are two new artisanal sandwiches added to the menu which have gained many fans.



Heirloom Tomato Salad

The Protein Box and Antipasto Salad are new grab and go items that have been highly successful. The Protein Box features a house made trail mix,

Market Team Tales

Zenaida Driz is a cashier at Napa Farms Market and was born in the city of Nueva Eaija in the Philippines. She moved to the United States at the young age of 11 years old, where she began a new chapter of life in the Bay Area. Zenaida attended James Denma Middle School and Jefferson High School in Daly City. After graduating from high school she joined the Army to help fight the war on terror, and those who are in need in the war ravaged countries of Afghanistan and Iraq. Zenaida had the opportunity to work as an Automated Logistic Specialist for the 1st Battalion 12th Infantry Regiment Unit out of Fort Carson in Colorado Springs, CO. Zenaida completed two rounds of tour deployment in Afghanistan and Iraq, and was provided the opportunity to work with the locals to help them rebuild their country. After returning home from the Army, Zenaida joined the Napa Farms Market team, where she continued her passion of meeting people from all over the world and assisting others.



4/29/2015 This wonderful place would thrive anywhere! In my imagination, this place is run by a slick, well-read farmer who knows how important it is to eat three delicious meals a day. But he also really loves variety when it comes to all these fancy juices one has available to them these days. Everything is clean and organized, with large sections of chocolate or coffee or baked goods. Combine all of this with the fact it's in an airport terminal - it's perfect



6/20/2015 So far one of the best places I've eaten lunch at in an airport. I ordered the organic tomato bisque in a bread bowl and it was top notch. The soup was warm, lightly creamy, and full of tomato. The bread bowl seemed freshly kept and tender on the inside and nicely toasted on the out.

The service was fantastic and my server was very thoughtful. Jason not only was pleasant to work with on my order, but was kind enough to refill my awkwardly sized water bottle when the complimentary airport tap was too short to do so. I really appreciate the above and beyond service I received as well as the delicious soup. Bravo, I am definitely stopping in the next time I'm in SFO!

Yelp Love

Warriors Pride



SFO Warriors Lights

For the first time in 40 years, the Golden State Warriors brought home victory, winning the NBA Championship.

In the 2014–2015 season, the Warriors finished with an NBA-best record of 67–15, the most wins in franchise history. On May 4, (one of Napa Farms Market favorite customers) Stephen Curry was named the 2014–2015 NBA Most Valuable Player. The Napa Farms Market staff was watching every step of the journey cheering their home team on. During the finals the team got into the spirit by wearing their Warriors gear on every game day.



Celebrity Corner



Sam Smith, Musician



Ice-T & CoCo, Rap Legend, Actor & TV Personality



Brandi Chastain, U.S.A. Women's Soccer Team Veteran



Jhene Aiko, Musician

Welcome to the Farm

Alyssa De Los Reyes was born in the Philippines. She came to San Francisco when she was ten years old. She attended UC Davis in Sacramento and received her major in Linguistics. While attending school she worked in the campus' kitchen and realized that she really enjoyed cooking.



In her spare times she frequents tea & boba shops and enjoys shopping for tea to add to her tea collection. She also enjoys exploring new cities and restaurants and has a interest in Japanese Taiko drumming. Alyssa started out at Napa Farms Market as a Prep Cook, was promoted to Kitchen Lead and is now part of the management team as a Sous Chef.

Isabella Salazar is from the Los Angeles area. She came to San Francisco four years ago to attend the Art Institute and majored in media arts & animation. While attending school she started working in kitchens, where she found a new passion.



She loved art and food was like art to her. Since, she has continued cooking as a career and even helping open restaurants. In her spare time she likes to paint abstracts, play soccer and volunteer at Bay Area Rescue soup kitchens. Isabella joined Napa Farms Market as a Sous Chef.

New Item Highlights

The most exciting new item featured at Napa Farms Market is the custom bottled spring water. The water is bottled directly from Mt. Palomar in Southern California and gives a fabulous look to the store. Les's Best from Mill Valley features biscotti and macarons that are gluten-free. Les has not only a great variety of flavors,



NFM Spring Water



Les's Best Macarons

the biscotti and macarons taste amazing. Impulse items are always being added to the register area. Pure Organics Fruit Strips & Sandwiches is a great healthy alternative for those sweet cravings. Naturebox snacks are a staff favorite at Napa Farms. Naturebox offers a rotating variety of delicious snacks that are healthy. The latest offerings at the market are:



Jalapeño White Cheddar Popcorn, Roasted Peruvian Corn Kernels and Honey Dijon Pretzels. Napa Soap company created a soap especially for the male passengers, "Napa Man". It smells of sweet bitters and



Naturebox Favorites

the customers can't get enough!

Air Traffic Control Tower



With the Air Traffic Control Tower construction coming to an end, the airport partners were invited to tour the tower before the FAA takes ownership and it was stunning! The new tower stands 221 feet tall and features an inviting flared design clad in curved metal paneling.

One of the more unique characteristics of the tower is that the lighting is very distinct can be altered according to different celebrations. During the Warriors championship run, it was lit up blue and during Pride it displayed the historic rainbow. The new tower is slated to be operable by July 2016.



Tower View

Demo Highlights

The demo schedule has been very full at Napa Farms Market. The passengers love to stop by and get a "taste" of our great products while checking out the store.



Petit Pot



Project Juice



Kooeee



Neo Cocoa



Cliff Family Kitchen

Upcoming Demos

- * 8/13 Forager
- * 8/20 Purity Organics
- * 8/27 Sonoma Creamery
- * 9/3 Anchor Steam
- * 9/10 Lil Belgians

Social Shout-Outs



"Airport Essentials"



"Snacks Snatched!"



"officially redefining paleo & vegan"

