



THE ARTISAN BEEF INSTITUTE
Psst! It's Not About the Marbling

Contacts:

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**Can you name the top 5 things that beef and wine have in common?
Cicchetti and the Artisan Beef Institute partner to offer Artisan Steak Tasting**

Seattle (August 11, 2010). You've heard of a wine tasting, how about an artisan steak tasting? Cicchetti is proud to partner with Carrie Oliver, Founder of The Artisan Beef Institute, to treat meat lovers and sustainability advocates to an expert panel discussion and blind tasting of steaks from four Artisan Ranch and Butcher teams, each specializing in a different breed, growing region, diet, and aging technique.

"I am on a mission to help people discover the fact that beef is like wine: flavor, texture, and quality vary by breed, region, and specific diet, husbandry, harvesting, and aging time and techniques," says Oliver. "The parallels between wine and beef are striking. Top-notch ranchers, processors, and butchers can and do produce unique, signature styles that taste markedly different from each other. It's time to celebrate these differences."

"An Artisan Steak tasting is a perfect fit for Cicchetti and Serafina following our long tradition of hosting dynamic wine and cocktail education events," notes Executive Chef, Dylan Giordan. "Plus, crafting a menu with wines around different flavors of beef is an exciting, entirely new opportunity to be creative."

The interactive tasting will begin with an expert panel discussion about how individual ranchers, butchers, and chefs influence the taste and texture of beef. Then, participants will be taken through a blind taste test of four different, unadorned "styles" of beef from different ranches, regions, diets, and breeds. Q&A with members of the panel follows.

"We are excited to host Carrie and the panel for this festive and provocative dinner. Serafina has always made an effort to educate our customers about cocktails, local products and Italian food and wine. This steak tasting is a natural extension and hopefully the first of many exciting Monday night events to be held at Cicchetti." says Susan Kaufman, Owner, Serafina and Cicchetti.

Experts panelists will include Tracey Baker, grass-fed beef rancher, The Gleason Ranch, WA; Tracy Smaciarz, owner, Heritage Meats, WA; and Dylan Giordan, Executive Chef, Serafina and Cicchetti. Nicole Aloni, Cookbook author and sustainable foods blogger, Seattle, WA, (www.consciousfeast.com) will moderate the panel.

The steak tasting will be complemented by a three-course dinner and wine and will take place on Monday, August 30th beginning at 6:00pm at the East Boston Street restaurant. The cost will be \$85 per person plus tax and gratuity. A credit card is required to hold reservations, which may be made by calling 206-323-0807.



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About The Artisan Beef Institute

The Artisan Beef Institute™ is an outreach, education, and research program with a mission to transform beef (and other meats) from a commodity to a food with tremendous variety by helping meat lovers discover and celebrate a little known secret: the very best meats are like fine wines: they take on the flavor of the land and the artisans that craft them.

Through an online ratings directory, live tastings, home tastings through sister company, The Oliver Ranch Company, consulting, and speaking engagements, we help people look beyond overly simple labels such as USDA grade, "natural," "grass-fed" or "free-range." Having defined the criteria for artisan beef (and other meats), we advocate on behalf of, certify, and support any top-notch natural or organic rancher, slaughterhouse, or butcher who employs superior husbandry and land management practices to create artisan quality meats. Contact The Artisan Beef institute at 415-515-5773 and artisanbeef@gmail.com. Visit at www.artisanbeefinstitute.com and www.oliverranch.com.

About Cicchetti Kitchen & Bar

Cicchetti Kitchen & Bar is located at 121 E. Boston Street in Seattle's Eastlake neighborhood, around the corner from Serafina Osteria and Enoteca. Cicchetti features Mediterranean small and large plates, a variety of wines by the glass and quartino as well as a creative bar. Happy hour, late night food and dinner are served Tuesdays through Saturdays. Contact Cicchetti Kitchen & Bar at 206-859-4155 and cicchetti@serafinaseattle.com. Visit at www.cicchettiseattle.com.

About Serafina Osteria & Enoteca

Serafina Osteria & Enoteca has been a fixture in Seattle's Eastlake neighborhood since 1991. The restaurant features regional Italian cuisine, incorporating the Northwest's best ingredients. An extensive Italian wine list and unique cocktails highlighting house-infused liquors complement the menu. Serafina offers live music, happy hour, jazz brunch, lunch, catering services and private parties. Contact Serafina Osteria and Enoteca at 206-323-0807 and serafina@serafinaseattle.com. Visit at www.serafinaseattle.com.