

805 LIVING

SEPTEMBER 2016



*Food &
Wine*



Loafing Around

Bootstrap artisan bakeries are on the rise. **Back Porch Bakery** at The Carlton Hotel (the-carlton.com) in Atascadero offers breads, rustic pastries, and a short menu of breakfast and lunch items, as well as Kreuzberg coffee.

In Santa Barbara's Funk Zone, the team behind The Lark recently opened **Helena Avenue Bakery** (facebook.com/helenaavenuebakery), where they turn out rustic breads, seasonal vegetable and fruit pastries, and cheese boards. Take-away sandwiches and salads are available at the bakery's Picnic Counter.

Though not a brick-and-mortar operation, **Little Red Hen Bread** (facebook.com/littleredhenbreadag) of Arroyo Grande sells slow-proofed, wood-fired loaves at local farmers' markets and delivers regularly to Rutiz Family Farms (rutizfarms.com) and Sweet Pea Bakery (sweetpeabakeryag.com) in Arroyo Grande and to The Station (thestationslo.com) in San Luis Obispo. Owner Kirsten Finberg's best-selling bread is a rustic olive oil and sea salt loaf. Other choices include a decadent chocolate loaf, goat cheese ciabatta, honey lavender wheat, sourdough, and baguettes.

—Jaime Lewis



Double the size of the original Malibu location, Vintage Grocers' new store at The Promenade at Westlake will offer an even wider selection of products, including fine meats and baked goods, along with a private wine-tasting room.

What's in Store for Foodies

Vintage Grocers (vintagegrocers.com), an upscale market that opened its first location just over two years ago at the redesigned Trancas Country Market in Malibu, is expanding with another community-minded outpost coming soon to The Promenade at Westlake. The new location will be double the size of the flagship store in Malibu and feature an expansive wine department as well as a private wine-tasting room with food pairings and unique wine dinners. A bakery, an olive bar, a coffee bar, and convenient grab-and-go stations offering burritos, pizza, ice cream, and daily pressed juices are also in the plan.

—Shauna Burke



FROM DOCK TO DISH

Reeling in 805-area foodies to his market in Ventura Harbor Village, 20-year fishing veteran Ben Hyman sells only fish that are sustainably caught off the coast of California and Oregon. Through his company **Wild Local Seafood Co.** (wildlocalseafood.com), Hyman promotes his passion for sustainable fishing by educating his customers—restaurateurs, caterers, and the general public—as

well as environmental studies students from UC Santa Barbara, to whom he offers internships. Still a man of the sea who contributes to his stock by landing catches from his own boats, Hyman shares some of his insights.

How did you get involved in the fishing industry?

I've always had a love for the ocean since I was a little kid. In 1997 I got a job on a boat in Santa Barbara; my mom cleaned the house of the sister of the captain. I immediately fell in love with the lifestyle even though it wasn't a lot of money. It's always been kind of like a calling.

What do your 805 customers look for?

People—whether in Santa Barbara, Ventura, Oxnard, Thousand Oaks, San Luis Obispo County—all want to know where a product came from.

Otherwise, there are a lot of question marks about what you're putting into your body. People love local sustainable seafood all up and down the Central Coast.

Which local fish require the most care to maintain their numbers?

California king salmon, definitely. There are very strict regulations, and the seasonality changes based on the numerical return of the salmon. People actually count the fish. They work hand-in-hand with the Pacific Fishery Management Council, the California Department of Fish and Wildlife, and NOAA [National Oceanic and Atmospheric Administration].

What types of seafood do you expect in September and October?

Local black cod is in season. My boat will be fishing for wild, local line-caught ground fish like red rock cod. Local white sea bass is caught that time of year; it's a product that's on the incline, and it's delicious to cook. After October 1, we'll have local ridgeback prawn.

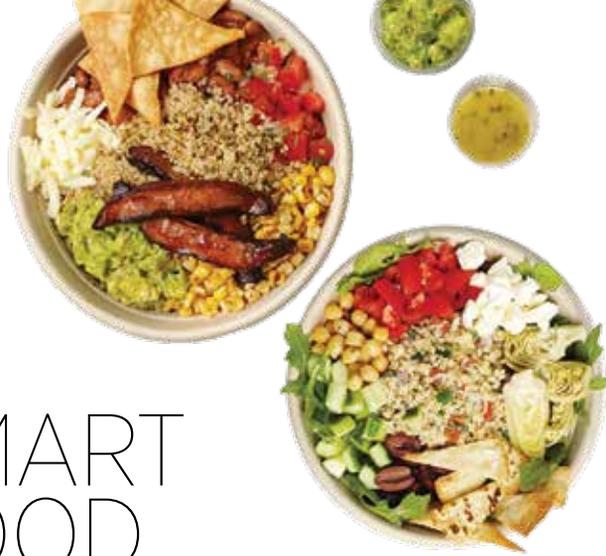
What are your big-picture goals?

I would like to see foodies, home cooks, and chefs embrace local seafood. It sometimes could cost a few dollars more, sometimes not, but it supports local fishermen, reduces our carbon footprint, and is good for the local economy—it's just a win-win-win. I would love for people to evolve as consumers, so that there's a future for our ocean and for our fishermen.

—Interview by Ryan Brown



PULSE



SMART FOOD

Proving that affordable, convenient meals can be healthful, a restaurant in The Village at Topanga in Woodland Hills is revolutionizing the fast-food scene. At the sleek, new location of **Eatsa** (eatsa.com), a San Francisco-based chain applying today's technology to the early 20th-century Automat concept, diners use the restaurant's electronic tablets or the Eatsa app on their smartphones to order high-protein vegetarian meals, which promptly appear behind personalized windows. "It's essentially lunch on demand," says Tim Young, CEO of Eatsa. "Our team believes that access to nutritious food through technology is something that everyone deserves."

Behind the scenes, cooks call upon the bold, refreshing flavors of various cuisines, including Japanese, Indian, and Mediterranean, to assemble inventive quinoa bowls for lunch and dinner. The virtual system allows patrons to customize their orders, save their favorites, and even submit requests for new ingredients, ushering food service into the future.

—Ryan Brown

Monumental Cows



Whoopee ti-yi-yo! **CowParade SLO County** (cowparadeslo.com), a local art event that's part of a series of worldwide exhibitions featuring decorated life-size cow statues, kicks off on September 17 at Madonna Meadows. In a nod to Highway 101, area artists beautified or modified 101 fiberglass-and-steel bovines, each weighing 125 pounds (kids got a half-size Mini-Moo). "The kickoff is the

only time the cows will be in one place," says Courtney Meznarich, a representative for the event. After that, members of the *udderly* adorable herd move to locations throughout San Luis Obispo County, where they will remain on display until next May. Then they'll be auctioned off with proceeds going to local charities. The ongoing public art events began in Chicago in 1999, and this is the second time one has taken place in California. ♦

—Donya Carlson

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