FALL 2011

Reality BITES

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Welcome to the Inner Circle

Monti's • Stark's Steakhouse • Willi's Seafood & Raw Bar • Willi's Wine Bar

All the news that's fit to eat.

This issue really puts the "news" in "newsletter." We have lots to announce, including a whole lot of seafood at the Steakhouse, fresh faces around the 'hood, and don't miss the in-depth interview by icplaces, which chose Stark's Steakhouse to launch their new website. http://bit.ly/pkMCcG
Hope to see you at the benefit for the SRJC Culinary Arts Program later this month.
Keep those cards and letters coming.

–Mark & Terri Stark
realitybites@starkrestaurants.com

Patio seating to enjoy during the Indian Summer
& the crisp, cool fall season...

Who has that?!?

Monti's, Willi's Wine Bar & Willi's Seafood & Raw Bar!

Great Seafood Starts with a Great School

Join us as we unveil our new Raw Bar and launch the addition of sustainable seafood items to the menu at Stark's Steakhouse.

A Benefit for the SRJC Culinary Arts Program

MONDAY, OCTOBER 17 | 5PM-8PM | $65

521 ADAMS ST. @ W. 7TH | SANTA ROSA
707.546.5100 | starks.eventbrite.com

STARK'S STEAK & SEAFOOD

NEW RAW BAR AT THE STEAKHOUSE

In addition to the selection of Certified Angus Beef brand, Prime and Natural, in-house dry-aged beef, & American Kobe, Stark's is bringing even more sustainable seafood on board.

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The revamped menu will include...

Seafood a la Plancha - types of fin fish (Safe Harbor certified!) on sizzling platters served with flavored butters or other condiments.

A plethora of shellfish - oysters, and crabs, and clams! Oh, my!

Check out the new raw bar through the window as you enter the dining room, where you will see our seafood chefs shucking their hearts out daily.

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Looking for great seafood? Head to your favorite steakhouse!

ON THE BACK

Recipes from Stark's Kitchen

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Find out how Mark lost 50 pounds in five months

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Discover how to host your party at Stark's Steakhouse

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Ibérico Fresco on the menu at Willi's Wine Bar

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Fresh Faces at Stark restaurants

STARK NAKED NEWS

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Willi's Wine Bar is on the Santa Rosa Wine Trail!

The Santa Rosa Wine Trail is a collection of ten wineries and a restaurant (Willi's!) around northern Santa Rosa. If you have the free Wine Trail card you will receive complimentary tasting at each winery on the map.

Collect a stamp from each winery and be automatically entered to win a case of wine!

While in progress of collecting stamps, bring a bottle from one of the participating wineries and your Wine Trail card into Willi's Wine Bar for free corkage with purchase of food.

Click image to download wine trail map.

Don't have a Wine Trail card? Pick one up at Willi's Wine Bar.

STARK & Co. CATERING
Party Line
Expert wine country party planning.
Inspired selections from all four menus.
707.576.9610
jenny@starkrestaurants.com

WILLI'S WINE BAR
4404 Old Redwood Hwy.
Santa Rosa 707.526.3096

MONTI'S ROTISSERIE & BAR
714 Village Court
Montgomery Village
Santa Rosa 707.568.4404

WILLI'S SEAFOOD & RAW BAR
403 Healdsburg Avenue
Healdsburg 707.433.9191

STARK'S STEAKHOUSE
521 Adams Street & 7th
Santa Rosa 707.546.5100

STARK REALITY RESTAURANTS

Sonoma County, CA, USA
www.starkrestaurants.com

ROCKIN' RECIPES FROM STARK'S KITCHEN

Hobo Potatoes, AKA "Crack" Potatoes

1 lb. fingerling, Yukon Gold, or small red potatoes, unpeeled
4 slices thick bacon, cut into lardons
¼ cup peeled garlic cloves (whole)
1 cup small pearl onions, peeled, or coarsely chopped white onion
Steak Sauce from recipe on the right, to coat
2 tablespoons water
Salt and pepper to taste
2 tablespoons cold butter

If the potatoes are large, cut them into wedges or chunks that are of uniform size.
Mix well with remaining ingredients except butter. Potatoes should be nicely coated with sauce and other ingredients should be well distributed.
If cooking on the barbecue, make a big pouch out of heavy-duty aluminum foil. Place potatoes in pouch, dot with butter and seal completely. Cook over low coals for 40 minutes to an hour, turning the pouch every once in a while.
If baking in an oven, place in a heavy dish, dot with butter cover, and cook at 350 for about 1 hour. Stir a couple of times during the cooking. Remove foil during last 15 minutes to caramelize potatoes.

Steak Sauce

2 cups ketchup
½ cup soy sauce
½ cup molasses
½ cup Worcestershire
½ tablespoon sriracha sauce

Mix together. Store in fridge. Makes a lot. You can reduce the recipe if you wish.

Coffee Rub

½ freshly ground coffee
¼ cup brown sugar
2 tablespoons chili powder
2 tablespoons smoked paprika (pimentón)
1 teaspoon or more cayenne pepper

Mix together thoroughly. Store in an airtight container. Use on steak, pork, chicken or scallops, rub meat well with olive oil then rub on the mixture. Sprinkle with salt and grill.

PARTY WITH STARK'S

The holiday season is upon us. With all the special events coming up, it is time to start thinking about where you want to host your next party...

No matter the occasion, Stark's Steakhouse has the venue for you.
Four beautifully appointed spaces to accommodate your needs beyond expectations.

Wine Cellar

Enjoy cool privacy downstairs among the wine barrels & cobblestone walls. This exclusive dining retreat is ideal for groups up to 14 guests.

West End

A lighter ambiance, with windows along three sides of the room, this dining area has a capacity for up to 40 guests.

Main Dining Room

Available for luncheon banquets up to 100 guests, this space is flexible enough to accommodate the specific needs of your event.

Piano Lounge

Semi-private areas are available to reserve for groups over 10 guests. You may order select hors d'oeuvres from our bar menu. The Piano Lounge has a full bar, beers & wines.

We can bring the party to your location, too.
Interested? Call Jenny at Stark & Co. Catering
707.576.9610

MARK STARK IS SKINNY!

The Caveman Diet worked for Mark, maybe it will work for you.

This diet consists of

- meats
- fish
- veggies
- fruit
- roots
- nuts

It excludes grains, legumes, dairy products, salt, refined sugar, and processed oils.

Mark Stark is a big believer in the Caveman Diet. He lost over 50 pounds in five months while eating lunch at the Steakhouse every day. The a la carte menu makes it easy to vary meals focusing on proteins and green vegetables.

FRESH FACES

Welcome to...
New catering chef, Tayler Bailey, who earned her stripes at Tom Douglas's celebrated Dahlia Bakery, Lola and Palace Kitchen in Seattle after graduating with a Culinary Arts degree from the Art Institute of Seattle.
Mamadou Diouf, new assistant manager at Stark's Steakhouse. Mamadou brings a wealth of experience managing top dining and nightspots in New York. He has studied in New York, France, and his native Senegal.
Congratulations are in order for...
Christopher McCall Parker, a 3-year veteran of Stark Reality Restaurants, who moves from assistant manager to general manager at the Steakhouse. Prior to working in various capacities at Monti's and Willi's Wine Bar, Christopher honed his hospitality skills at Healdsburg's Cyrus.
Rebecca Ellena who moves from bartender to assistant manager at Monti's Rotisserie & Bar.

IBÉRICO FRESCO AT WILLI'S WINE BAR

Jamon Ibérico de Bellota is seasonal pork that comes from black Iberian pigs that are on a free-range acorn diet. These pigs have been certified humanely and sustainably raised. This is considered to be the best pork on the market. It is said to be the "Kobe beef" of the pork world which is why Mark thought it would be a great idea to put it on the menu at Willi's Wine Bar.

Come in and check out this new tapa of Ibérico Fresco a la plancha with Frog Hollow peaches, Fresno chiles and rosemary.

STARK'S GOES SOCIAL!

Follow us on Twitter:
Willi's Wine Bar
@williswine
Stark Co. Catering
@StarkCoCatering

Like us on Facebook:
Stark Reality Restaurants