

## PRESS RELEASE

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# Howie's Artisan Pizza

*A Great Pizza Comes to Palo Alto!*

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PALO ALTO, CA – Renowned chef and restaurateur Howard Bulka opened the doors of his new restaurant, Howie's Artisan Pizza, in Palo Alto's Town & Country Village on November 19 and is already receiving rave reviews.

Inspired by the New Haven school of East Coast pizza-making and the renaissance of artisanal products, Bulka has been working tirelessly to reinvent the pizzeria in America. The result is a unique and wonderful little restaurant that is decidedly American, contemporary and playful – an homage to the family-run, neighborhood pizzerias that have largely been replaced by the national chain, 'merchants of junk food.' "A great pizza is a goal noble in itself," says Bulka, "but Howie's also aspires to be a casual neighborhood gathering place where families and friends can come 'as they are' to enjoy good, wholesome food and a nice glass of wine for a reasonable price."

Along with artisan pizzas, Howie's seasonally-changing menu offers salads, appetizers, anti-pasta and 'messy, gooey' sandwiches that Bulka has dubbed the "Original Splatwich." Desserts are a selection of soft-serve ice cream sundaes including Peppermint Brownie made with the 'world's best brownies.' *Menu items are always prepared from scratch and, whenever possible, the products used are organic, natural and local.*

The user-friendly wine list, orchestrated by consulting Sommelier Lisa Robins, changes regularly, offering 12-20 wines at \$20-50 per bottle with daily selections starting at \$5.00 per glass.

The casual 'green' interior by Henry Gutman of ecomodern design features earth tones, exposed timber-framed ceilings, cork walls, bamboo counters with brass inlays, hand-forged iron fixtures and railings, retro lighting fixtures, stunning olive oil-filled glass panels that partition the dining area and a 12-seat bar that offers guests an opportunity to drop in for a quick bite. The open kitchen, designed by Gary Jenanyan Culinary Consulting and Design, frames the Marsal pizza oven, and offers an entertaining view of the chef and his cooks at work.

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## **ABOUT THE CHEF**

Chef Howard's travels have taken him all over the world—working for restaurants, wineries, hotels and resorts, retail centers, gourmet product manufacturers, and into the kitchens of some of the world's most celebrated chefs.

For the years 2001 to 2008, Howard was the chef and proprietor of Marché, a highly acclaimed fine dining establishment in Menlo Park. Prior to building Marché, Howard spent a decade working as a consultant to the restaurant industry. Before that, he rose through the ranks in some of California's most celebrated restaurants, including La Toque, Square One, Narsai's, and Chez Panise. As the opening Executive Chef of the Mandarin Oriental Hotel in San Francisco, he was the driving force behind Silks, which gained recognition as one of the city's finest restaurants. But the experience he most values is the year that he and his wife spent in France – working and traveling their way through the country. It was here that Howard had the opportunity to work with two great talents, Paul Bocuse and the late Alain Chapel. "France changed my professional and personal life in the most profound and marvelous ways."

Today, Howard lives on the Peninsula with his "incredible" wife and son.

**cont**

## WHAT IS ARTISAN PIZZA?

An Artisan is a skilled worker who practices a trade or handicraft; a craftsman. Artisan Pizza is then, a pizza which is crafted by artisans, often using products which are produced by other artisans. The end result is a finely prepared pizza of extraordinary quality and integrity.

*The pizza arrives still steaming from the oven. The crust is super thin, with a black blistered crown that is chewy and crisp all at once. The aroma of garlic and basil is dreamy. The soft, milky richness of the mozzarella yields to the sweet and sour finish of a fine sauce made from tomatoes, a touch of oregano, marjoram and good olive oil. The sausage is spicy but not too much, sweet but just a little, juicy and full of flavor with a licorice hint of fennel seed. Each bites sings. Each ingredient tastes so much like what it is. The flavors, so well balanced that even the subtle sour of the dough comes through. The textures are a riot of soft, crisp and everything in-between. It's just may be the best pizza you've ever had. This, my friends, is Artisan Pizza!*

... Chef Howard Bulka

## MENU SAMPLE

### Appetizers (\$5-12)

Eggplant Pillows with Ferrante Ricotta, Sun Dried Tomato Pesto and Basil Oil; Hummus and Tahini with house made flatbread; Black Mussels Marinara, Anti-Pasta and Salumi

### Salads (\$8-12)

Caesar, Wedge O' with bacon and blue cheese, Tuna Conserve with radicchio and aioli

### Sandwiches (\$8-12)

The Original Splatwich (messy, gooey and delicious!), Veggie Pesto Melt on house made ciabatta

### Pizzas (\$13-19)

House Made Fennel Sausage with sweet peppers, Wild Mushrooms with sage and pecorino, House Made Chicken Chorizo with roasted red chilies, Veggie Deluxe with fresh basil pesto, House Made Pancetta and Egg with arugula, The Works with everything

### Soft Serve Ice Cream (\$4-6)

Butterscotch Pecan Praline Sundae, Peppermint Brownie Sundae, Olive Oil and Fleur de Sel

### Daily Chalkboard Specials (AQ)

**Wines: Glass (\$5-9); Bottle (\$25-50)**

**Beers (\$4-9)**

**Soft Drinks (\$1-3)**

## DETAILS

- Lunch & Dinner Every Day: 11:30am – 9:30pm
- Seating: 45 indoor (including 12 stools at the wine bar); 25 outdoor
- Corkage: \$15 for each bottle
- Reservations accepted for ten or more
- Take-out; party platters
- Major credit cards
- Ample parking

**650.32.Pizza • [www.howiesartisanpizza.com](http://www.howiesartisanpizza.com) • [info@howiesartisanpizza.com](mailto:info@howiesartisanpizza.com)**

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