



City of
OAKLAND
California

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News from: **City of Oakland**

For Immediate Release:

January 11, 2013

**Food and Beverage History Panel to Kick-Off
Oakland Restaurant Week**

In conjunction with **Oakland Restaurant Week**, the City of Oakland's Office of Economic & Workforce Development is sponsoring a lively panel discussion on Oakland's food and beverage history featuring some of its most successful entrepreneurs on **Friday, January 18, from 3 - 5 p.m. at Oakland City Hall**. Free and open to the public, the discussion will center on Oakland's role in California agribusiness and its evolution in food processing and specialty food production.

Attendees will have an opportunity to meet some of Oakland's beloved brand name company leaders who will add their personal perspectives on the local food & beverage trade, while enjoying a photo-rich presentation by **Dr. Richard Walker, Professor Emeritus, UC Berkeley Geography**, on the economic, geographic and social story of California's agribusiness history from an Oakland perspective. Of note is how these **Oakland entrepreneurs** engage with the local restaurant industry, lead the cutting edge of new food ventures and find time to give back to Oakland through exemplary civic engagement that includes significant support for local arts, culture and community.

Oakland Restaurant Week Inaugural Food & Beverage History Panel:

Dr. Richard Walker – Professor Emeritus, UC Berkeley Geography, author of *The Conquest of Bread*

George Vukasin – CEO, Peerless Coffee
www.peerlesscoffee.com

Reem Hassani – Co-Founder & Creative Director, Numi Organic Tea
www.numitea.com

Adam Lamoreaux – Owner/Founder/Brewer, Linden St Brewery
www.lindenbeer.com

Alejandro Velez/ Nikhil Arora – Co- Founders/Co-Owners, Back to the Roots/BTTR Ventures www.backtotheroots.com

The **Oakland Restaurant Week Inaugural Food & Beverage History Panel** will be held on Friday, January 18, 3 - 5 p.m., in Oakland City Hall, 1 Frank Ogawa Plaza, Hearing Room 3 (first floor).

Space is limited. Please R.S.V.P to: Mprado@oaklandnet.com. For additional information, call (510) 238-6766.

(more)

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Oakland Restaurant Week

Experience Oakland's culinary renaissance during **Oakland Restaurant Week**, held January 18-27. Presented by Visit Oakland, the ten-day event provides visitors and locals with an opportunity to taste some of Oakland's finest cuisine, with special meals and deals from the city's top restaurants. Prix fixe menus at \$20, \$30 and \$40 will be offered for lunch and dinner. Oakland Restaurant Week is part of California Restaurant Month, designated by Visit California. The statewide event is a promotional initiative created to encourage post-holiday travel to California during the month of January, which is typically a slow dining month after the holidays. More than thirty destinations across the state will host their own promotion in January.

Reservations are strongly recommended and can be made at oaklandrestaurantweek.org.



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