



# SLOW FOOD SONOMA COUNTY :: NORTH ::

## October 2019 NEWSLETTER



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## Use Hashtags for Visibility

**Hashtag: a word or phrase preceded by a hash sign (#), used on social media websites and applications (for example, Facebook, Instagram) to identify messages on a specific topic.**

We realize that much of what our chapter does is visible only to a small number of people, and we'd like to change that. More people should know about our local farmers, our Bodega Red Potato Presidium, our school gardens, dinners, book discussions, and Snail of Approval businesses. More people should learn about individuals and businesses that support Slow Food principles.

**Posting on social media is a great way for us to find out what is going on in the local good, clean, and fair community and to be sure people know what great things our chapter is doing.** Before it became a household term (and even added to the Oxford English Dictionary!), a hashtag simply referred to the pound symbol #. Not so any more!

We would like to encourage you to use our hashtag **#slowfoodSCN** on your related posts. We primarily use Facebook and Instagram for communication, so those are the social networks we are focusing on.

For example, when you see an **Ark of Taste product**, you post a picture on your Instagram with the hashtag **#slowfoodSCN**. We will then share with others so they can also find that product. Or if you visit an establishment that is promoting local foods, share it on Facebook and add the hashtag **#slowfoodSCN**; again, we then can share this location with our followers.

We know there are great businesses in Sonoma County that support our mission. When you visit such a business, using our hashtag is a good way to publicize it to Slow Food followers and supporters.

**As far as how to use a hashtag on Facebook or Instagram, it's pretty simple: after you make a post or take a picture related to Slow Food on either Facebook or Instagram, enter the hashtag **#slowfoodSCN**. That's all there is to it.**



## Slow Food Events



### An Affair to Remember

***Slow Tapas in the Vineyard* was a memorable evening of light and music in August. Guests had this to say:**

"With the Mayacamas as a backdrop and set in the vineyards of a lovely home, folks leisurely munched tapas of boquerones, peppers flash-fried in the outdoor oven, bocadillos, and more. Some played bocce ball, others mimed lyrics to the music."

"Having music was an extra layer of perfection. Carlo played my favorite song, "Slow Boat to China," and I got to sing with him!"

"A magical and musical vineyard setting, fun folks and ever-so-tasty tapas— that's as good as it gets."

"The 2019 Tapas Party showcased the best of what makes our Slow Food chapter so special. Plates of delicious Spanish-inspired tapas paired perfectly with beautiful scenery, entertainment, and thoughtful conversations all night. The event was also a celebration of the hard work that has gone into achieving our goal for Slow Food Terra Madre fundraising. We can't wait for our next group event. Thank you to everyone who made the night special."

## COMING EVENTS

**Don't miss these coming events! Detailed invitations will be emailed approximately 4 weeks before each event.**

### October

**17: Snail Trail Dinner "Meet-up" at *Mateo's Cocina Latina***, reservations starting at 5:30 pm, Healdsburg. Make your **reservation** online or call (707) 433-1520 and identify yourself as Slow Food.

### November

**5: Slow Books: Salt, Fat, Acid, Heat**, 5:30 pm, Healdsburg. **Sign up here and specify "Book."**  
**17: Holiday Food Traditions**, 2:00 pm, Healdsburg.

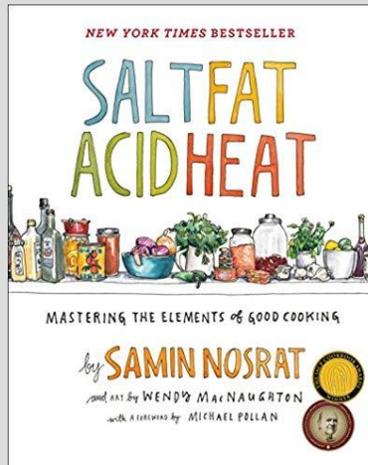
### December

10: Terra Madre Day Dinner, 5:30 pm, Healdsburg

## January

Around the Slow Table dinner with dishes from Ruth Reichl's *My Kitchen Year*

## Slow Books: Salt, Fat, Acid, Heat



**On Tuesday, November 5, Slow Books will discuss *Salt, Fat, Acid, Heat: Mastering the Elements of Good Cooking* by Samin Nosrat. We will meet at 5:30 pm at Mary Villemare's home in Healdsburg.**

*In the tradition of "The Joy of Cooking" and "How to Cook Everything" comes "Salt, Fat, Acid, Heat," an ambitious new approach to cooking by a major new culinary voice. Chef and writer Samin Nosrat has taught everyone from professional chefs to middle school kids to author Michael Pollan to cook using her revolutionary, yet simple, philosophy. Master the use of just four elements—Salt, which enhances flavor; Fat, which delivers flavor and generates texture; Acid, which balances flavor; and Heat, which ultimately determines the texture of food—and anything you cook will be delicious. By explaining the hows and whys of good cooking, "Salt, Fat, Acid, Heat" will teach and inspire a new generation of cooks how to confidently make better decisions in the kitchen and cook delicious meals with any ingredients, anywhere, at any time.*

*Echoing Samin's own journey from culinary novice to award-winning chef, "Salt, Fat, Acid, Heat" immediately bridges the gap between home and professional kitchens. With charming narrative, illustrated walkthroughs, and a lighthearted approach to kitchen science, Samin demystifies the four elements of good cooking for everyone. Refer to the canon of 100 essential recipes—and dozens of variations—to put the lessons into practice and make bright, balanced vinaigrettes, perfectly caramelized roast vegetables, tender braised meats, and light, flaky pastry doughs.* (Amazon)

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## Snail of Approval



### Snail Trail "Meet up" Dinner

Time for a **Snail of Approval "meet up"** on the **Snail Trail!** Join us for dinner at **Mateo's Cocina Latina** in Healdsburg. We will enjoy a delicious meal among friends with true nose-to-tail and farm-to-table cooking. Thursday, October 17, reservations beginning at 5:30 pm, at 214 Healdsburg Avenue. Make your own **reservation** or call (707) 433-1520 and identify yourself as Slow Food. We will all be seated together.

*In a delicious mix of cultures, the Yucatán-born chef Mateo Granados has created a unique signature that celebrates rigorously sourced local and sustainable Sonoma ingredients infused with the vibrant regional flavors of his homeland, crafted with classic French finesse, and sparked with playful spirit.*

### Hashtags (Again!) #snailofapprovalSC

We would like to share on social media when our members and followers visit Snail of Approval businesses. We think using #hashtags for visits to these restaurants and farms will be a good way to spread the word--primarily on Instagram and Facebook.

When you visit a Snail of Approval business, take a picture of the food, location, or Snail of Approval decal on the door and post it on Facebook or Instagram, tag the restaurant or farm, and use the **hashtag #snailofapprovalSC**. This way we can share with our followers and also let the business know they have been visited by a person who appreciates their efforts for good, clean and fair food.

**And when you're making your dinner plans, don't forget to [browse the complete list of SoA's here!](#)**

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### Welcome New Members!

Ann Abbruzzese  
Vanessa Advocate  
Cat Bellinger  
Gina Biery

Earl and Myrna Fincher  
Andy Henderson  
Holly Lefkowitz  
Kathryn Thomas

## And Welcome Back!

Leslie Everett

Join or renew your membership online and list Sonoma County North-CA as your chapter. If you prefer to renew locally by check, please download our membership form and follow the instructions.



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