

FOR IMMEDIATE RELEASE

Namu

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Dennis Lee, Chef, Partner

## San Francisco's very own REAL Korean Taco's

(San Francisco, CA-July 6,2009) Hand held, juicy, rich, smoky, spicy, sustainable and healthy. Using authentic Korean ingredients and this summer's tomato, Chef Dennis Lee has created a "Korean taco" that hits all the flavor marks of the beloved Mexican favorite with only the addition of this summer's beautiful tomato. The dish is made of marinated short ribs, on a bed of seasoned rice folded in Korean and Japanese seaweeds topped with a pickled daikon radish and kimchee salsa, a kimchee remoulade and homemade teriyaki sauce. The taco's, along with okonomiyaki, kimchee fried rice, and a weekly secret menu item, will be featured at the new Thursday Ferry Plaza market outside the front of the Ferry Plaza marketplace, as well as at their restaurant, Namu, located at 439 Balboa St. between 5th and 6th Ave.

The tacos are characteristic of Chef Dennis Lee's cuisine, staying true to authentic ingredients and techniques, raising the level with non-traditional applications and California cuisines' attention to beautiful and seasonal inputs. It is the result of an American born chef raised and trained in his immigrant chef mother's kitchen. He learned traditional techniques and dishes at home, but grew up in the contemporary American melting pot.

Namu is an intimate neighborhood restaurant brought to you by three Korean American brothers. The design is clean, rustic and elemental, anchored by a 14 foot cypress slab bar top created from a reclaimed tree from the nearby Golden Gate Park. Service is friendly, intimate and honest, where you will find the owners, friends, and family always present. Using seasonal, local, and regional ingredients, the cuisine is a much heralded new addition to California Cuisine. The menu changes daily and is driven by the handpicked local and organic ingredients. Many of the treatments are inspired by, but not limited to, authentic Korean and Japanese techniques. We feature an eclectic menu of share plates and entree style plates ranging from raw items, such as crudo and tartare, as well as crispy items, such as a market vegetable tempura lightly fried in rice husk oil, braised meats and vegetables, and a binchotan fired charcoal grill that produces beautiful grilled items, such as gochujang sake marinated pork ribs, kalbi style skirt steak, and grilled local line caught fish.

-Namu, an original San Francisco growth, completely independently and coincidentally opened just after NYC's Momofuku Ssam. Many chefs and customers exclaim the parallels and differences between Namu and Ssam.

-The Lee brothers take turns working at Solano Mushroom Farm at the Marin farmers' markets, as if they don't have enough to do!

-They also operate the Happy Belly Food carts in Golden Gate Park, their signature Belly Dog, an all beef 49'er frank loaded with homemade kimchee relish and Japanese mayo was voted *SF Weekly's* best of the bay best hot dog 2009.

<http://online.wsj.com/article/SB123639056889058949.html>

<http://www.asianewsnet.net/news.php?sec=9&id=4713>

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