

# NOTABLE EDIBLES

## UNCHARTED TERRITORY

When Homegrown Meats opened in La Jolla in August 2008, it stepped into uncharted territory: It became the first area butcher shop to specialize in local, grass-fed beef.

The butcher shop is the brain-child of local restaurateur Matt Rimel, who is no stranger to local, sustainable food. In addition to serving local produce and seafood in the three restaurants he owns—Zenbu Sushi, Rimel's Rotisserie and Mesquite—Rimel owns his own fish company, Ocean Giant, which contracts with hook-and-line fishermen to source sustainable seafood. After 14 years in the restaurant industry, Rimel decided it was time to tackle beef. He cites a combination of a lack of traditional butcher shops, a growing difficulty for ranchers to make a living and a demand for local, natural products that motivated him to “go back to the way things are supposed to be.”

The “back to basics” Homegrown Meats has been 3 years in the making. “It’s been a very long process,” Rimel recounts. Perhaps the biggest hurdle has been the fact that when Rimel came up with the idea, there was no commercially available grass-fed beef being raised in the county. Rimel not only had to undertake the project of the butcher shop, he had to find someone to produce the beef. Thankfully, longtime friend and rancher Joel Mendenhall was open to a partnership, and the two created what Matt describes as “a kind of co-op,” where Mendenhall raises grass-fed Angus cattle on his Palomar Mountain Ranch and Matt sells it in the store.

The butcher shop specializes in the Palomar Mountain cattle, which roam free across pastures, grazing on a blend of “11 wild grasses.” Rimel explains that they experience “no stress, [and] are treated humanely.” In the beginning, Homegrown Meats will mostly offer grass-fed ground beef and carne asada, because Rimel feels the texture of grass-fed beef is best suited to these uses.



Dan Snyder, Matt Rimel, and Peter Morris

However, the 1,000-square-foot space is a full-service butcher shop, with a 600-square-foot aging room and facilities to produce ground beef to order. While “in the beginning, it will be on the boutique side,” the shop will eventually offer other cuts of meat, as well as beef from other ranchers. Rimel promises that any meat that isn’t grass-fed will be “prime whole meat, California grown.” The shop also offers other meat products such as poultry and a limited amount of local produce. Everything sold in the store is all-natural, with no hormones or antibiotics.

“This is going to be a big thing,” Rimel promises.

—Lauren Duffy

*Homegrown Meats:*  
7660 Fay Ave., Suite C, La Jolla  
858 454-6328  
[www.homegrownmeats.com](http://www.homegrownmeats.com).

## DELANEY'S ARTISAN FOODS MARKET

Slated to open this fall, Delaney's Artisan Foods Market in Temecula will celebrate all things local, from growers to chefs to artisans to heroes. "The problem is, people are getting sick, and nobody knows why," says owner Jordan Stone. "Nobody knows where their food comes from."

Stone hopes her store, which will carry handmade items produced within 100 miles of Temecula, will educate shoppers about their food sources while offering them the freshest, tastiest provisions. In addition to her full line of sauces and handmade pastas—which patrons of the Temecula and San Clemente farmers' markets adore—Stone will sell produce from two local farms: Sage Mountain Farm and Deluz Farms and Nursery; bread from Belen Artisan Bakers; dressings and pestos from Copperhead Foods; and honey, peanut butter, eggs, chocolate, coffee and much more from various other local vendors. A pick-your-own juice bar will epitomize the shop's fresh-local concept.

Allotting space on the market's website for each vendor to make a personal introduction, Stone connects consumers directly to their providers. Stone's vision is clear: Patrons of Delaney's Artisan Foods Market will have no choice but to learn where their food comes from.

—Alexandra Stafford



*Delaney's Artisan Foods Market*

*41955 Fifth St. #101*

*Temecula*

*Monday–Sunday 9 am–7 pm*

*760 277-8757*

*www.delaneysartisanfoodsmarket.com*

## FRESHNESS MEETS CREATIVITY

You won't find any advertisements for Spread. Most passersby probably do not even notice its understated storefront on University Avenue. And yet, word of Andrew and Robin Schiff's culinary masterpieces—all made from local, organic ingredients handpicked the same day—well, spreads. The message the food communicates is the very same one you will hear if you sit down and chat with Andrew and Robin.

"Look at these!" Robin exclaims as she bursts into the restau-

rant carrying bags of fresh-picked produce. "Taste them! Kaffir lime leaves... Andrew's got kumquats too." Both would find their way onto the evening's menu as a kaffir lime and kumquat-glazed vegetable mix over a bed of citrus-infused quinoa.

My first time eating there, it was the passion fruit and lime juice with purple potato vodka that sealed the deal. I was in love already and I hadn't even ordered yet. The day I spoke with Andrew and Robin, the menu was no less spectacular than that first day I found my way to their restaurant. The menu included their signature dish—a Thai vegetable pizza made with heirloom vegetables and a black sesame

reduction—as well as two salads, rosemary and citron-scented edamame, olive oil and shallot-crusting purple potato tacos, a lavender tart and the aforementioned kaffir lime and kumquat glazed vegetables.

To prepare such a menu by 6 pm, Andrew starts each day at 5:30 am. He visits farms and farmers' markets as far as Temecula and as nearby as Hillcrest, sometimes even picking the food himself.

Andrew sees Spread's role in society as an economic and social mission. "We are about supporting mom 'n' pop businesses, bringing identity back to the American landscape." By serving real food, direct from local farms, Spread enriches our community and demonstrates how delightful healthy eating can be when it's done right.

—Jill Richardson

*Spread*

*28794 University Ave., San Diego*

*619 543-0406, www.spreadtherestaurant.com*

