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NEWS FOR IMMEDIATE RELEASE

MATTHEW RICHMAN NAMED EXECUTIVE CHEF OF MARKET ST. CAFÉ BISTRO & FRENCH BAKERY AT OLD CALIFORNIA RESTAURANT ROW IN SAN MARCOS

SAN MARCOS, CA – February 18, 2010 –Matthew Richman has been named Executive Chef of Market St. Café Bistro and French Bakery located at Old California Restaurant Row at 1020 San Marcos Boulevard in San Marcos. Old California Restaurant Row is North County's largest dining and entertainment experience with restaurants serving food from around the world and charming Village boutiques located directly adjacent to the Edwards Stadium 18 Cinema complex.

Chef Richman graduated from the CCA in San Francisco in 2001. While still in school, he worked at the fabled Fifth Floor and with Chef Sean Eastwood at Kokkari Estiatorio, one of America's finest Greek restaurants. After returning to the San Diego area, he worked at Pacifica Del Mar for almost five years.

"Pacifica Del Mar Chef Chris Idso really taught me a lot – both food wise and back-of-the-house issues. I then moved to Miami for awhile and worked with some fantastic chefs at great restaurants," Richman said.

He again returned to San Diego and worked for My Place French restaurant in La Jolla. From there, he became the Executive Chef at the acclaimed Illume Bistro in Little Italy working with Chef Consultant Bradley Ogden.

Chef Richman's philosophy and emphasis is about cooking with fresh local products whenever and as much as possible: "Make it simple. Keep natural flavors," he said. His exceptional culinary talent is deliciously represented in the entirely new menu he has designed and executed at Market St. Café Bistro & French Bakery.

Several of Chef Richman's new favorites include **Escargot a la Bourguignonne** – imported from Burgundy, France, and cooked in traditional herbed garlic butter and served with house-baked rolls; **Roasted Baby Beet Salad** – roasted red, candy stripe and golden beets tossed with arugula, orange segments and walnut vinaigrette, goat cheese and pomegranate syrup; **Crab & Shitake Mushroom Pancake** – pan-sautéed and topped with an endive and green apple petite salad surrounded by dollops of meyer lemon aioli; **Chef Richman's Meatloaf** – house ground beef blended with the Chef's special mix of spices and herbs stuffed with hardboiled eggs and topped with applewood smoked bacon, sautéed spinach, tomato and shallot gravy, smoked chorizo and roasted corn mashed potatoes; and **Braised Short Rib** – bone in beef short rib braised in red wine and herbs, creamy blue cheese and rosemary polenta, sautéed spinach and port wine reduction.

Market St. Café is one of San Diego North County's best dining destinations – a contemporary neighborhood restaurant serving breakfast, lunch and dinner, complete with an authentic French bakery specializing in house-made cakes, fresh fruit tarts and pastries. During the day, breakfast and lunch is served café style. At night, the quaint café transforms into a charming and stylish full-service bistro offering a fine dining experience with a comprehensive wine list, served in a truly casual atmosphere complete with cozy fire pits and an open-air patio. For more information, visit www.marketstcafe.com or call 760-471-7646.

The Old California Restaurant Row is located at 1020 San Marcos Boulevard and is directly adjacent to the Edwards San Diego Stadium 18 Cinema. For more information on each individual restaurant and Village Shops, and to join the center's e-mail list for a chance to win a \$50 dining certificate, visit www.oldcalrestaurantrow.com. Follow Old California Restaurant Row on Twitter @Old California, and on Facebook @Old California Restaurant Row.