



## Zero Zero Press Kit

San Francisco, CA: With Zero Zero, noted chef and certified pizzaiolo Bruce Hill (BIX, Picco, and Pizzeria Picco) offers San Francisco diners a unique venue for his wood-fired pizzas and other Italian offerings. Opened Summer 2010 in the SOMA neighborhood Zero Zero takes its name from the ultra-finely ground flour used in traditional Neapolitan pizza dough and features variations on the pizzas that have developed a devoted following at Hill's Pizzeria Picco in Larkspur, just across from the Golden Gate Bridge in Marin County. Zero Zero's menu also includes inventive pasta dishes, a range of starters and antipasti, including crudo, house-cured salumi, a changing selection of bruschetta and salads, and, for dessert, Hill's signature soft serve ice cream. Colin Dewey, formerly of Felidia and Del Posto (NYC), serves as Chef de Cuisine.

### The Pizza

A revolving selection of 10 pizzas, dubbed "**Calipolitan**" by Hill for the combination of California ingredients and Neapolitan tradition, are topped with highest quality components, made in house, sourced nearby or imported from Italy. House-made mozzarella is stretched daily using curd from locally based formaggi di Ferrante, sausage is cooked sous vide so as to retain the flavor typically lost when rendering fat, and the tomato sauce, made with imported San Marzano tomatoes seasoned with Sicilian sea salt, testifies to the notion that top-notch ingredients often benefit from a light hand. The pizzas showcase seasonal vegetables (Hill's relationship with local farms is so strong that some of his purveyors carry keys to Zero Zero's kitchen door), sustainable seafood and an array of salumi.

Cooked for less than two minutes in an oven that's 800-plus degrees Fahrenheit, the handcrafted pies are exceptionally light, with a delicately thin and soft center, and a blistered, crispy perimeter. Among the offerings are the *Margherita Extra*, featuring simple yet impeccable ingredients in perfectly balanced proportions: *tomato sauce, basil, parmesan, De Padova Olive Oil and Buffalo Mozzarella* (purposely served in larger chunks to preserve its shape and texture under the heat of the oven); *The Castro*, with *soppresata, housemade sausage, tomato, basil, mozzarella, and Grana Padano*; and *The Mission*: a vegetarian offering with *broccoli rabe, olives, chiles, roasted garlic, and Crescenza and mozzarella cheeses*.

### Calipolitan vs. Neapolitan

For pizza to be called "real" Neapolitan according to the strict guidelines set forth by Italy's Agriculture Ministry, it must be "round, no more than 14 inches in diameter, no thicker than 0.1 inches in the middle, with a crust about 0.8 inches thick" and "the texture must be soft, elastic, and easily foldable." At Zero Zero, Hill has adapted the concept to an American palate, cooking it a bit longer than the sanctioned 90 seconds to achieve a slightly crisper crust. While diners in Naples will eat an entire pie with knife and fork (Hill recalls watching one particularly elegant gentleman on a date deftly rolling up his pizza, starting with the narrow end), Hill feels that American pizza lovers prefer a more well-done dough that's substantial but not so parched that it shatters when folded in the hand. The resulting formula yields a beautiful contrast between crisp crust and chewy center. Moreover, whereas only three types are officially recognized: Marinara (garlic and oregano), Margherita (basil and mozzarella from southern Appenines), and extra-Margherita (fresh tomato, basil and buffalo mozzarella from Annabella from Colombia), Zero Zero offers many varieties. To be sure, certain tried and true formulas remain, like the use of zero zero flour, an absence of oil in the dough, and the inclusion of the superior San Marzano tomatoes, but Hill's Calipolitan approach pays equal and delicious tribute to the bounty of local produce and other artisanal products to enhance his pies.

### Antipasti, Pastas, Soft-Serve and Other Enticements

To kick off a meal, diners can select from a variety of **crudos** such as the elegantly plated *True American Red Snapper with Pomelo, Basil, and Avocado*. Among the **antipasti**, a variation on fried polenta with slow-cooked egg is always on the menu, and currently the restaurant features *Slow Cooked Pork Belly, Roman Style Dumpling, Crispy Broccoli, Poached Egg, and Harissa* creating a rich combination of umami and silken textures.

**Artisanal Pastas**, such as the *Fettuccini with Slow Cooked Duck, Brussels Sprouts, Olive, Parsley, and Marsala* and a *Pappardelle with Braised Short Ribs, Erbetto Chard, and Gremolata* take inspiration from classic recipes as well as the seasons. For dessert its **build-your-own sundaes** that start with **Hill's signature organic soft-serve made from a proprietary Straus Dairy Farms ice cream blend** in chocolate or vanilla flavors. A sundae begins with a choice of ice cream, followed by a base such as a hot chocolate cake or ricotta doughnuts, and may then be crowned with anything from the nostalgic (hot fudge; caramel; candied hazelnuts) to the creative (Chocolate Bacon Bark or Chocolate Chip Macaroon Bites; or the house favorite: DaVero olive oil and sea salt). Diners receive a pencil and check-off sheet where they mark their customized choices.

### The Beverage Program

Zero Zero's beverage offerings include a selection of beers, wines and cocktails. Under the guidance of **Wine and Beverage Director Tim Felkner**, the wine list focuses on Italian varietals grown in California, with up to **twelve wines available on tap**. A cocktail program draws on classics of the pre-Prohibition era interpreted through a farm-to-glass approach. Zero Zero boasts two full bars, and for groups gathering there is **punch service**, complete with vintage milk glass punch bowls and matching cups.

### Lunch

On offer at lunch is a selection of salads, antipasti, pastas, and a choice of about six pizzas. During the lunch hour and continuing through to dinner service the bar features special non-alcoholic cocktails (as well as the usual).

Between lunch and dinner service from 2:30 to 4:00 Zero Zero offers their full cocktail list as well as beer and wine. From 4:00 to 5:30 there is a shortened menu offering salads and pizzas, when at 5:30 the dinner menu begins. On Saturdays and Sundays there is continuous food service all day.

### Weekend Brunch

With **weekend brunch**, Bruce Hill lures the masses out of bed with offerings that include *Star Route Farm Nettle Pizza with house-cured Pancetta, Roasted garlic, and a Poached Egg... Fried Chicken Thighs with Waffles and Chestnut Honey...and Deep Fried French Toast with a Seasonal Fruit Topping*.

Among the **brunch cocktails** are the *Heavenly Bubble*, a concoction of Hangar One Citron, St. Germain Elderflower Liqueur, Meyer Lemon and Prosecco; and the *Orchard Buzz*, made with Laird's Applejack, Apple Shrub, Honey and Egg Whites.

### Restaurant Design

**Michael Brennan** has designed a two-story space that's at once industrial and welcoming. The action centers around the wood-burning oven, visible from multiple vantage points throughout the first floor. Sconces and hanging lights that recall dancing flames, red-brown woods and leathers, and mirrors with a vintage patina warm the interior. Much of the first floor's seating is comprised of booths and a long bar, and a central staircase adorned with old-fashioned metalwork by Alameda's Freeman Troutman group leads to a second floor replete with its own full bar. There, a communal table and flexible seating plan can accommodate groups of all sizes. Above the bar, Brennan has painted a colorful trompe l'oeil-inspired mural dedicated to the "story of pizza."

## What They Are Saying

This is bold, rustic food, the type that makes you want to put your elbows on the table and chow down... While pizza has top billing, all of the supporting players could easily move into a starring role, making Zero Zero much more than a pizza restaurant. \*\*\* (Three Stars)

-Michael Bauer, **San Francisco Chronicle**

Hill's years of experience as a chef (Oritalia, Bix, Picco), unflaggingly high standards and contagious ebullience attract dotting, young staff who skillfully handle the multifaceted mission of his new place, with it's complicated cocktails, tasty wines on tap, wood-oven pizza, handmade pasta, inventive antipasti and Straus soft serve with check-off toppings for dessert.

-Patricia Unterman, **San Francisco Examiner**

Trust us: With its Neapolitan pies, shareable punch bowls, soft-serve, and artisan cocktails, this is not just another pizza joint.

-Daily Candy

Arancini balls. Ham plate. Uni bucatini, Chicken thighs. Geary pizza. Soft serve. These are the two-word combos you should abide by when coming to Zero Zero... The two-level space seems to be crawling with people at all times, from Friday night folks thirsty for post-work cocktails, to big birthday parties gathered around punch bowls and pizza, to mid-week lunchers.

-Marcia Gagliardi, **Tablehopper**

There's been a plethora of pizza openings in the last few months, but Zero Zero has stood out as the front runner with it's selection of thin-crust pizza and various Italian dishes.

-944 Magazine ("**Top Nine Openings of 2010**")

Opt for the communal table with ample room for some rounds of punch, pints of beer and each of about 10 pies... And, as if potent cocktails and endless pizzas weren't enough, the good folks at Zero Zero are serving up Straus soft-serve, including the vanilla bean, olive oil and sea salt variety.

-Urban Daddy

The mastermind behind BIX, Picco and Pizzeria Picco has transformed the former Azie space into a choose-your-own-adventure dining experience... The pizzas are made from Italian "00" flour, exiting the scorching 900-degree oven in a minute and a half. The crust blisters and wood smoke seeps into the pie... As stunning as the pizzas are, don't forgo the small plates. Bruschette include a peerless heirloom tomato version with pecorino. The city's gone clucky for fried chicken, and Zero Zero's fried thighs with translucent basil leaves and caraway yogurt sends the dish on a Mediterranean tear.

-Tasting Table

## Fact Sheet

Opening Date: July 28, 2010

Address: 826 Folsom St (cross street: 4th St)  
San Francisco, CA 94107

Telephone: 415-348-8800

Website: [www.zerozerosf.com](http://www.zerozerosf.com)

Cuisine: Neapolitan pizza, Italian small plates and organic soft-serve ice cream

Owner/Executive Chef: Bruce Hill

Chef: Colin Dewey

GM/Bar & Wine Director: Tim Felkner

Space Design: Michael Brennan

Seats: 135 (22 Bar)

Special Events: Tim Felkner

Hours: Dinner: Sunday-Thursday, 5:30-10:00; Friday-Saturday, 5:30-11:00  
Lunch: Monday-Friday, 11:30-2:30  
Limited Menu: Monday-Friday, 4:00-5:30  
Brunch: Saturday-Sunday, 11:30-2:30  
Kitchen Closed: Monday-Friday, 2:30-4:00

Price Range: Food  
starters: \$3.50-\$11.95; salads: \$7.95-\$9.50; pasta: \$11.95-\$13.95;  
pizza: \$9.75-\$15.95; soft-serve: \$4.95 (toppings \$.50-\$1)

Beverage  
Beer: 6 on tap \$5-\$10, 12 by the bottle \$5-\$14 (12 and 22 oz)  
Wine: 10 on tap \$6-\$12, 15 by the glass \$8-\$13; 75 by the bottle \$18-\$98  
Cocktails: \$9-\$12; punch bowl for 4 or more: \$35-\$45

Reservations: Available on Opentable or by calling 415-348-8800

Credit Cards: All major credit cards accepted.

## Bruce Hill

Some of Chef Bruce Hill's most vivid childhood memories are of food: watercress enjoyed at the unlikely age of six, his father's english black currant jellies, and the very first taste of fresh squeezed orange juice on a family vacation to Florida (eight glasses weren't even enough). "I'm often trying to recapture that feeling -- the epiphany of tasting something amazing for the first time." No surprise, then, that Hill's deeply satisfying approach to food resonates so strongly with diners; whether it's his authentic Neapolitan pizzas, farm to table American fare, or his proprietary blend of soft-serve ice cream, the acclaimed chef has developed a loyal following and critical praise to match.

Raised in the suburbs of Washington, DC, Hill was exposed to a world of flavors by his mother, whose adventurous culinary approach involved sampling widely from Mexican, Greek, Russian, and other international cuisines. At fourteen, Hill traveled to Switzerland, where between bites of *raclette*, he befriended aspiring young chefs passing through his hotel and discovered his calling. His first foray into cooking was the kitchen of an Albuquerque hospital, where he worked his way up the ranks. He quickly assumed a supervisory position that entailed catering hospital events, and the eager Hill endeavored to wow a group of candy-stripers with a sophisticated raw beef carpaccio. The "reviews" were mixed, and it was obvious that Hill's ambitions exceeded the venue, so he returned to Washington to launch a restaurant career, securing a position at the **Georgetown Bar & Grill** in 1983.

After a year, Hill was ready to expand his horizons, so, he motorcycled across the country, arriving in San Francisco intent on working at Jeremiah Towers' **Stars**. Hill got the job and worked his way through every station honing his skills alongside a Who's Who of rising talent that included Mark Franz, Loretta Keller, Joey Altman, and Emily Luchetti to name a few. Apart from the constant stream of celebrities and high-society that made the raucous dining room one of San Francisco's hottest spots, and an industry after-hours scene (Hill became acquainted with regular Mario Batali during those years), Stars was also known for an ingredient-driven approach largely ahead of its time. Towers became an important mentor to Hill, imparting practical advice on the importance of knowing his purveyors, and offering culinary koans, explaining that "Bernaise sauce is supposed to be haunting, not obvious!"

In 1988, Hill was tapped to work at the **Four Season's Cliff Hotel** joining Michael Mina, with whom Hill formed a fast friendship, before helping him to **Aqua** in 1991. In 1993 Hill took his first job as Executive Chef at **Oritalia**, earning 3 1/2-star review for his deft approach to Asian/Italian fusion. Four years later, he was recruited to transform the landmark **Waterfront Restaurant**, and his success with the project led to an enduring business relationship with Real Restaurants (Bix, Betelnut, Buckeye Roadhouse, and Fog City Diner.)

In 2002, Hill brought his flavor-driven approach and love of California ingredients to **Bix**, a stylish supper club for its speakeasy vibe, posh interior, and elegant cuisine. He redesigned the menu to suit the distinctive space by sharpening the focus on cocktail-friendly foods like classic hors d'oeuvres and impeccably executed Continental cuisine. His efforts garnered the restaurant its first three-star review, a status that Bix has maintained under Hill's guidance ever since.

In 2005, Hill and the Real Restaurant partners opened **Picco** and **Pizzeria Picco** in Larkspur, Ca, launching the official start to his pizza quest. Hill created a dining experience befitting Marin County's laid back style coupled with a love of good food. "I'm interested in offering great flavors, but not long, drawn out meals." Picco quickly became a destination for risotto cooked to order, while Pizzeria Picco amassed a following for its inimitable Neapolitan style pizzas, trend-starters like organic soft-serve ice cream (Hill's base is his own proprietary blend), and cutting edge ingredients (Hill is credited as the first US Chef to introduce diners to black garlic).

With the opening of **Zero Zero Pizzeria**, Hill has brought wood-fired pizzas, Italian small plates, house-cured salumi and artisan pastas to an eager San Francisco audience. He dubs the cuisine "Calipolitan," referencing the California ingredients that top pizzas made according to traditional Neapolitan technique (Hill is a certified Neapolitan Pizzaiolo). Relationships are as important as food, and indeed, some of the very same farmers that Hill met in his early days at Stars remain with him today, now carrying their own keys to his kitchen door.

Outside the kitchen, Hill can be found inventing kitchen tools, such as his Chef's Press that is sold through Williams-Sonoma, and for fun, foraging for mushrooms or buying the occasional ham off Amazon at one o'clock in the morning. Hill can no longer be found racing motorcycles, much to his wife Kim's relief.