



Press Release  
For Immediate Release  
Contact: Gary Sanchez (415) 407-8345

August 10, 2005

## **TableZest Is Coming to the Aid of Time-Starved Marin Families It Seeks to Help Families Eat More Home-Cooked Dinners**

San Rafael, CA – Preparing a home-cooked dinner for the family has never been more challenging. As is typical for many families in Marin, even if mom isn't gainfully employed, she's likely shuttling the kids to and from school and extra-curricular activities such as soccer, tennis, swimming and piano lessons, on top of volunteering for the school district fund raiser. The result is families sacrifice on a home cooked meal either by going out for fast food, or settling into a routine: Sunday – grilled chicken; Monday – chicken tacos; Tuesday – fish sticks; Wednesday – pizza; Thursday – pasta; Friday – burritos; and Saturday – McDonald's.

"Meal Assembly" businesses are growing quickly to meet the needs of busy moms who, if given the opportunity, would rather cook at home. TableZest, soon to open in downtown San Rafael, is one such business that is dedicated to making it easier to eat great tasting, nourishing, home-cooked meals.

"Meal Assembly" businesses are similar to "take and bake" pizza chains in that you bring home dinner to cook at home. The difference, however, is that the customer does the "making" and the dishes are more varied and delicious. The way it works is customers schedule a session and order either a 5-meal or 10-meal plan from among 14 entrees. When they arrive at TableZest, they will find prep stations for each entree with all of the ingredients prepared and chopped. Following simple instructions, customers measure and scoop and mix ingredients and package each dish. When they finish the session, they take their meals home along with cooking instructions.

According to Bert Vermeulen of the Easy Meal Preparation Association, "the concept of meal prep outside of the home is at the same stage that trendy coffee chains were at 15 years ago." "They've found something that people are really looking for."

Ordering meals from TableZest will save customers hours in meal planning, shopping, preparation and clean up, and will allow them to gain more quality time with their families. And instead of the same old dinner routine, families in Marin can eat great meals such as Indonesian Ginger Chicken, Argentine Stuffed Flank Steak with Chimichurri Sauce, Prosciutto Wrapped Salmon with Green Peppercorn Dijon, and Pork Linguine with Sweet Bell Peppers and Miso.

### **About TableZest**

TableZest is dedicated to making it easier for families to eat great tasting, nourishing meals. TableZest creates a new menu of fresh and creative family entrees each month that customers assemble and package on site and then take home for cooking. TableZest is located in downtown San Rafael, at 1007 C Street. Metered parking is available on the street or in a public parking lot directly across the street. Prep sessions are designed to be completed in either 45-minutes or in 1 ½ hours. The store has various sessions scheduled throughout the week for the convenience of its customers. For more information about TableZest, visit [www.tablezest.com](http://www.tablezest.com) or call (415) 256-9846.

# # # #

1007 C Street ~ San Rafael, CA 94901 ~ T. (415) 256-9846 ~ F. (415) 256-9806 ~ [www.tablezest.com](http://www.tablezest.com)



**Great Meals • Fresh Quality Ingredients • Easy & Fun**

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## **Fact Sheet - TableZest - San Rafael, CA**

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|-------------------------|--|
| Location:               | 1007 C Street (between 4 <sup>th</sup> St. & 5 <sup>th</sup> Ave.)<br>San Rafael, CA 94901   |
| Website & Reservations: | <a href="http://www.tablezest.com">www.tablezest.com</a>   |
| Email:                  | <a href="mailto:info@tablezest.com">info@tablezest.com</a>   |
| Phone Number:           | (415) 256-9846   |
| Fax:                    | (415) 256-9806   |
| Executive Chef:         | Robyn Piper  |
| Owner:                  | Gary Sanchez   |
| Concept:                | “Meal Assembly “or “Make, take, and bake.” Ready-to-cook family style dinners for four, prepared at the TableZest store. Schedule a session, select a menu and arrive to find all the ingredients prepared and ready for assembly. Pick-up option is also available for an additional fee. |
| Cuisine:                | Fresh and Creative Family Cuisine  |
| Decor:                  | Country kitchen  |
| Prices:                 | Average entree for four is about \$25. 5-meal and 10-meal plans are available.   |
| Payment:                | MasterCard, Visa, Personal Check, Gift Certificate   |
| Hours:                  | Daily sessions vary Tuesday - Saturday. Closed Sunday & Monday.  |
| Capacity:               | 14 per session   |
| Reservations:           | Required   |
| Parking:                | Metered street parking, or metered parking lots on C Street, between 4 <sup>th</sup> St. & 5 <sup>th</sup> Ave.  |
| Interior Design:        | Ann Marie Elliott, Berkeley, CA  |
| Website Design:         | Liquefire Design, Emeryville, CA   |



Biography  
For Use at Will  
Contact: Gary Sanchez (415) 407-8345

## Profile of TableZest Executive Chef Robyn Piper

TableZest Executive Chef Robyn Piper was seemingly born to cook for families. While growing up in Montana and Oregon, as the oldest of eight children, she cut her teeth cooking for her family by the tender age of [thirteen](#). The dishes may have been simple, but she learned early on how to please the palate of a child.

Robyn eventually moved to Marin where she attended U.C. Berkeley and received her Bachelors' Degree in Social Work and Psychology in 1991. While living in Marin, she discovered an abundance of readily available gourmet foods, organic products and incredible restaurants. These discoveries ignited a passion for food and cooking which led her on a journey of food-exploration.

This journey started in earnest in the late 1990's, when as an analyst for a financial services company in downtown San Francisco, she often walked past the open windows of One Market restaurant to view the kitchen staff preparing their fare for the day's meal. Her curiosity of their goals and methods led her to visit and ask questions. Inevitably, as she visited other fine restaurants in the Bay Area, she would poke her head into the kitchen to speak with chefs to gain a firsthand account of the realities of kitchen life.

Finally, in 1996, she dropped in unannounced at the Lark Creek Inn in Larkspur to request a position as a line cook. Her knowledge of food, her understanding of the realities of kitchen work, and her passion so impressed [owner](#) Todd Davies, that she was hired on the spot. While working under the close supervision of Brad Ogden & Mr. Davies, she fell in love with the food business and never looked back.

Robyn has since served various chef roles in a number of Marin restaurants, including Insalata's, in San Anselmo, and Chinook, in San Rafael, and was also Executive Chef of World Bistro, in San Rafael. Since 2000, Robyn has returned to cooking for families, this time in Marin, through her own company, Flavours, a personal chef service [where she dishes up Fresh and Creative Family Cuisine](#). [She is the perfect Executive Chef for TableZest](#).

Robyn met TableZest owner Gary Sanchez in 2000 when they both joined the short-lived rock band Blonde Betty. Gary approached Robyn for advice on the TableZest business concept, and Robyn, seeing a business that meets the needs of many Marin families, offered to join as the Executive Chef. In addition to creating the menus, she has provided considerable strategic and operational input into the business.

Robyn still resides in San Rafael. When not in the kitchen, she likes to read cookbooks, spend time with family and friends and visit some of her favorite Marin restaurants including Taco Jones, Fork, Insalata's, Il Davide and Signature Thai.

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## OPENING MENU (Subject to change)

### **Crispy Spiced Chicken with Tahini Sauce and Pita**

Chicken cutlets are coated in a flavorful falafel-style spice blend, tucked into pita and served with Tahini sauce.  
♦ Pan sauteed. ♦ Kid friendly.

### **Indonesian Ginger Chicken**

Chicken breasts and thighs are combined and marinated in a ginger, garlic, honey and soy sauce combination.  
♦ Oven baked. ♦ Kid friendly.

### **Chicken, Shrimp and Ham Jambalaya**

Diced chicken and ham are combined with rice, onions, garlic, celery and spices. Peppers and shrimp are added towards the end of cooking for ideal textures.  
♦ Slow cooker. ♦ Kid friendly.

### **Argentine Stuffed Flank Steak with Chimichurri Sauce**

Natural flank steak is stuffed with mild fontina cheese and sweet grape tomatoes. The steak is completed with a bold sauce loaded with herbs, garlic, jalapeno, lemon juice and olive oil.  
♦ Pan seared then oven finished in same pan. ♦ Kid friendly

### **Grilled New York Steaks with Peppery Lemon-Herb Marinade**

Natural steaks are rubbed with a flavorful combination of bright herbs, lemon zest and course ground peppercorns.  
♦ Grilled quickly. ♦ Low Carb.

### **Asian Sloppy Joes**

Lean ground beef and pork are mixed with onions, celery, jalapeno, diced tomatoes and house-made hoison-lime sauce and served on a Bordanave's bakery in San Rafael.  
♦ Pan sauteed. ♦ Kid friendly. ♦ Low Carb version possible.

### **Tequilla Marinated Grilled Pork Tenderloin**

Natural pork is marinated in tequilla, teriyaki, sesame oil, garlic and chili and finished with fresh cilantro.  
♦ Grilled quickly. ♦ Kid friendly. ♦ Low Carb.

### **Savory Spinach Stuffed Pork Chops**

Tender brined boneless pork chops are filled with a Mediterranean-inspired stuffing of spinach, cheeses, kalamata olives, toasted pinenuts, sundried tomatoes and basil.  
♦ Oven baked.

### **Pork Linguine with Sweet Bell Peppers and Miso**

Lean ground pork is combined with sweet bell peppers, green onions, ginger, garlic, sake, sesame oil and miso and then tossed with linguine pasta.  
♦ Pan sauteed with pasta cooked stove top. ♦ Kid friendly. ♦ Low Carb version possible.



## OPENING MENU - CONTINUED

### **Chili Turkey Burgers**

Lean ground turkey is combined with diced onions, sweet peppers, sharp cheddar cheese and seasoned with mild chili powder and served on a bun from Bordanave's bakery in San Rafael.

♦ Grilled quickly. ♦ Kid friendly. ♦ Low Carb version possible.

### **Blackened Fish Tacos with Guacamole and Chipotle Cream**

Pacific red snapper is seasoned with blackening spices and offered with guacamole and chipotle filled tortillas.

♦ Fish is oven baked and *tortillas warmed*. ♦ Kid friendly.

### **Prosciutto Wrapped Salmon with Green Peppercorn Dijon**

Salmon filets are lightly brushed with Dijon and wrapped with thinly sliced prosciutto.

♦ Oven baked. ♦ Kid friendly. ♦ Low Carb.

### **Lemon-Caper Halibut with Roasted Pinenuts**

A tender filet of halibut is garnished with a light sauce of shallot, lemon juice, capers, parsley and toasted pinenuts.

♦ Oven baked.

### **Wild Mushroom Polenta Torta with Roasted Vegetables and Smoked Provolone**

Creamy polenta is layered with oven roasted peppers, tomatoes and zucchini, basil, parmesan and smoked provolone.

♦ Oven baked.