

LET'S OPEN RED DOG SOMA!



Red Dog SOMA is San Francisco's exciting new neighborhood restaurant!

Created by

Lauren Kiino

73 backers pledged \$50,925 to help bring this project to life.

>Last updated May 10, 2014

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\$10
A special thank you on our website.

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1	Dec 2013

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You'll get a limited edition Red Dog coffee mug & a thank you on our website.

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13	Only United States

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\$50,925
pledged of \$50,000 goal

73
backers

STORY

Story

RISKS

Lauren Kiino, chef/owner of Il Cane Rosso, is launching Red Dog, a lively SOMA restaurant that will serve breakfast, lunch, and dinner seven days a week. Permits and plans are at the ready—contribute to our campaign and help us get things rolling!

THE LOCATION We've spent the past two years scouting locations throughout the city in search of just the right spot. And we've found it. Close to the financial district and AT&T Park, 303 Second Street (between Folsom and Harrison) is convenient to large numbers of office workers and residents, as well as baseball fans in the neighborhood for a game.

THE PROJECT Red Dog will serve locally sourced dishes that are inspired by rustic farmhouse fare and accessibly priced to keep customers coming back. The modern, functional space will seat one hundred in the restaurant and twenty at the bar. The vibe will be casual, the service friendly but professional, and the food uncompromisingly delicious. Slow Scrambled Eggs with Olive Oil Toast and Crescenza Cheese. Seared Monterey Squid Salad with White Beans and Roasted Tomato Vinaigrette. Roasted Mary's

Chicken with Giblet-Sherry Jus. Fried Green Tomatoes with Summer Corn Succotash. Plus bar snacks almost too good to be called bar snacks (Bacon Caramel Corn, anyone?). We will continue to work with the fantastic meat, produce, and dairy purveyors that supply the kitchen at Il Cane Rosso—Mariquita Farms, Star Route Farms, Marin Sun Farms, Biagio Meats, Dirty Girl Farm, and Little Farm, among others. The Red Dog will feature craft beers—including cask ales—local wines on tap, and custom cocktails.

THE PEDIGREE Lauren Kiino has fifteen years' experience cooking in San Francisco kitchens—including Delfina, Coi, and her own Il Cane Rosso, which opened in the Ferry Building in 2009. Praised by The Wall Street Journal, The San Francisco Chronicle, San Francisco Magazine, and John Birdsall in San Francisco Weekly ("What's amazing about Il Cane Rosso is the way the food expresses the ingredient-focused style of Cal-Med's 30-year-old traditions while making them feel absolutely contemporary"), Il Cane Rosso has become busier every year, often serving over 1,000 people on weekends.

Thank you for your support. We hope to see you at The Red Dog soon!



View from front entrance



Saturday Farmer's Market



House-made kettle chips





Deviled ham scotch egg with asparagus



Risks and challenges

Restaurants are notoriously tricky to operate - but years of industry experience have prepared me for most bumps in the road. I have opened two restaurants in the past and know how much dedication and hard work it takes to do things right.

I have owned and operated Il Cane Rosso in the Ferry Building for over four years, and that experience will be invaluable at Red Dog. Cane Rosso has increased revenue year on year, something that I am very proud of.

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