



FOR IMMEDIATE RELEASE:

HORATIUS OPENS IN SHOWPLACE SQUARE / POTRERO HILL

SAN FRANCISCO — June 12, 2009 — Horatius, a market gallery, bistro and event venue featuring distinctive food, wine, home and garden products opens in San Francisco’s Showplace Square/Potrero Hill district, across from the California Culinary Academy.

After a private unveiling celebration on June 16, Horatius opens its doors to the public on Wednesday, June 17. Located at 350 Kansas Street in San Francisco, the new market gallery, bistro and event facility has been under construction for over 15 months. It promises to be a vibrant addition to the Bay Area food and wine community as well as the Potrero Hill neighborhood.

Horatius is built on the belief that items made with care, authenticity and respect for the environment enhance our lives. The company is committed to providing food, wine and experiences which meet those standards. The name is inspired by the classical Roman poet Horatius (known for his lyrical “Odes” and the actual creator of the phrase “*carpe diem*”) and the name of company’s founder and CEO, Horacio Gomes.

As Mr. Gomes states, “You could say that this venture has been in the works since I was a child. As the son of a Portuguese supermarket businessman in Venezuela, my real passion was in the advertising and marketing industry. After pioneering the first Hispanic agency in San Francisco in 1987, Headquarters Advertising, and now with the launch of this market gallery and bistro, it has all come full circle. Marketing meets Retail with a brand name of my own: Horatius.”

Market Gallery: The market gallery offers a selection of gourmet foods, wines and specialty goods from local and international producers. Each month, Horatius will be showcasing a new assortment of products with features, recipes, tastings and events.

Bistro: The Mediterranean-inspired menu has a Portuguese slant with a California lightness and sensibility. It includes dishes such as mussels with spicy linguíça in a *vinho verde*-lobster broth, a panini-style sandwich of grilled *piri-piri* chicken and sweet onion marmalade, and pan-roasted local halibut, served with saffron orzo salad and *salse verde*. Based on the belief that great food comes from great ingredients, the bistro features local, organic and sustainable foods whenever possible. Culinary classes are offered twice weekly. The bistro, led by chef Antelmo Faria, will be a welcome new gathering place for the businesses and residents of the Potrero Hill neighborhood and includes an outside seating area on the sunny side of Kansas Street. Total dining capacity is approximately 50 seats. Dinner service will begin in the near future.



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Events: Soaring ceilings, a state-of-the-art sound system and in-house catering make Horatius a memorable venue for corporate events, parties or celebrations. The large exterior windows and skylights create a light, atrium-like interior. An iconic barn door, constructed onsite using reclaimed barn wood, slides open to reveal a screen available for displaying photos, corporate logos, presentations or entire live television broadcasts. The event facility can accommodate up to 300 people.

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Horatius

350 Kansas Street, San Francisco, California, 94103

Phone: 415.252.3500

horatius.com

Open Monday through Saturday

Market Gallery: 10:00 am – 8:00 pm

Bistro: 7:00 am – 3:30 pm

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