



# Butcher's Block

A Monthly Newsletter

Issue N° 2-October 2009

## Meet The Butchers

Matt Murphy is a fourth generation San Franciscan, born and raised in the Parkside neighborhood of the Sunset District. Matt attended St. Gabriel's grammar school where he became childhood friends with the owner, Joe Shasky. After dominating the CYO circuit, Matt furthered his education by gracing Sacred Heart Cathedral Prep's campus with his presence. It was during these high school years, that Matt would start to show a passion for food. Matt

knew a few of the butchers at his local grocery, the now closed Fairlane Foods, and he earned an after school job working in the deli and helping the meat cutters close shop. Matt learned the food fundamentals, and quickly became a customer favorite. When Fairlane finally shut it's doors, Matt was fortunate enough to work at almost all of the family owned butcher shops around the city, like Guerra's Meats and Antonelli's. Matt started at the bottom of the industry, sweeping floors and cleaning machines. Through hard labor, pride, loyalty, and

and perseverance, Matt has risen the ranks to become one of this city's finest butchers. Besides butchering, Matt has a knack for the kitchen. He has worked at top level restaurants in S.F., including the historical Cliff House. He has since reunited with life long friend, Joe, and been with S.F. Meats since day 1.



## Place Your Holiday Orders Today!

*San Francisco Meats & Delicatessen is taking customer orders for this upcoming holiday season. From free-range local Willie Bird turkeys to old fashioned hams to delicious Dungeness Crab, SF Meats has exactly what you need for your family dinner this fall. Simply complete the holiday order form and return it to the butcher counter, and you'll be enjoying a mouthwatering meal for your special occasion. We even make it simple for first time chefs, by providing easy basic cooking instructions and complimentary suggestions for all holiday dishes.*

**Willie Bird Turkeys-** SF Meats will once again carry the Willie Bird turkeys for this Thanksgiving and Christmas holidays. Willie Bird "free range" turkeys are raised in Northern California on all natural diet and are free to roam the oak studded hills of this beautiful area. These broad breasted turkeys are nationally known for their superior quality, tenderness, and taste. Sizes range.



**Willie Bird Turkeys** are California grown on all natural diet and are free to roam the hills. These broad breasted birds are exceptional in quality, tenderness, and taste. Order yours today!

**Old Fashioned Niman Ranch Hams-** SF Meats will again carry half and whole bone-in hams. The free range meat is flavorful and tender. All Niman Ranch products are never given antibiotics or added hormones.

**Fresh Dungeness Crab-** SF Meats will once again carry fresh cooked local Dungeness crab purveyed directly from Fisherman's Wharf. As always prices and availability are subject to seasonal change.

## Thanksgiving Order Form

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Product: \_\_\_\_\_

Quantity: \_\_\_\_\_

Size: \_\_\_\_\_

P/U Date: \_\_\_\_\_



1330 Ocean Avenue (415) 859-9900

# 49er Season Kicks Off: Tailgate Time!

THROWING A FAMILY PARTY? HAVING A BACKYARD FIESTA? ARE YOU TAILGATING FOR THE BIG GAME? ALLOW SF MEATS TO BE YOUR ONE-STOP SHOP FOR ALL YOUR BBQ NEEDS. WE HAVE AN ASSORTMENT OF HOUSE MADE RUBS, ORIGINAL MARINADES, AND FAMILY RECIPE SALADS ALL FOR YOUR NEXT PARTY...

## BBQ Box #1- \$55

- (2) Beef Tri-Tip  
49er seasoning wet rub
- (5#) Chicken Wings  
Kelly's Hot wings
- (6) House Sausage  
Italian & Spicy Italian

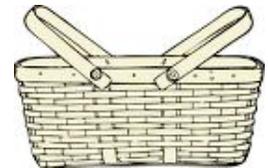


## BBQ Box #2- \$100

- (2) Beef Tri-Tip  
49er seasoning wet rub
- (5#) Chicken Wings  
Kelly's Hot wings
- (6) House Sausage  
Italian & Spicy Italian
- (2) Racks of Pork  
seasoned and grill ready
- (2) Beef Skirt Steak  
Spicy Maui marinade

## Picnic Basket \$20

Your choice of six(6) pints of our house-made classics:  
Tuna Salad  
Chicken Salad  
Egg Salad  
Cole Slaw  
Potato Salad  
Macaroni Salad



\*Please allow 24 hour notice for all order so SF Meats can tenderize and marinate the product

## Thanksgiving Order Form

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Product: \_\_\_\_\_

Quantity: \_\_\_\_\_

Size: \_\_\_\_\_

P/U Date: \_\_\_\_\_



1330 Ocean Avenue (415) 859-9900

# MONTHLY MEAT SPECIAL: BONELESS PORK SHOULDER 2.99/LB.

\*PORK SHOULDER ALSO KNOWN AS BOSTON BUTT OR PICNIC SHOULDER ROAST

### PREPARATION

- I. COVER THE ENTIRE ROAST WITH DESIRED SEASONINGS, AND ALLOW IT MARINATE AT ROOM TEMPERATURE FOR UP TO 1 HOUR BEFORE COOKING.
- II. SEAR IT IN A HOT (230°C/450°F) OVEN FOR 15 MINUTES TO 20 MINUTES, OR WITH OIL IN A BIG, HOT SKILLET.
- III. REDUCE HEAT TO LOW (135°C/275°F) AND SLOW-ROAST FOR 2 TO 3 HOURS, OR UNTIL FORK TENDER. OR BRAISE, COOKING COVERED IN A SMALL AMOUNT OF FLAVORFUL LIQUID, FOR 2 TO 3 HOURS, OR UNTIL FORK TENDER. AFTER COOKING, COOL, THEN SHRED THE MEAT APART. YOU MAY REHEAT WITH BARBECUE SAUCE TO MAKE BBQ PULLED PORK.