

Pablo ESTRADA

Chef Pablo Estrada's latest venture combines his culinary heritage (he was raised in his family-owned bakery in Mexico) with skills honed at San Francisco's famed Rose Pistola, Campton Place, LuLu, and Palio d'Asti working alongside culinary legends Reed Herron and Laurent Manrique. Estrada's new restaurant, Fattoria e Mare, features a menu focused on Venetian cuisine with California influences showcasing fresh seafood, local and organic produce, and house-made charcuterie, salumi, and pasta.

People to Know



Estrada says his palate has grown and changed over the years and that having had the good fortune to be able to travel has expanded his sensibilities. He brings that knowledge to Fattoria e Mare with dishes like Warm Pork Belly with County Line Harvest fregate, apricots, and grain mustard; Waygu Beef Crudo with black garlic and kumquats; Seafood Pritto Misto with aioli; and Figs, Burrata, and Sweet Corn with a basil sauce. Mouth-watering opportunities not to be missed include the restaurant's wood-burning, oven-fired pizzas and the changing four-course prix fixe tasting menu with optional wine pairing available daily.

"Opening a restaurant on the Peninsula allows you to take advantage of locally sourced ingredients. Italian cuisine is at its best when prepared in a simple, straightforward manner, allowing the taste of individual ingredients to come through." Mangia!



PHOTO: JACK HUTCHESSON

Donna EATON

What separates a good event from an unforgettable one? Owner of the Palace Café and Catering based in Sunnyvale stresses, "Three things: excellent food, superior service, and creative presentation." Eaton and her culinary team have mastered this critical trio, earning a steady and loyal following of both corporate and private clients in the process. Whether it's catering an intimate dinner party, grand wedding, or large-scale conference, Eaton and her team are ready.

Her passion for food began during her high school years, while working for a high-end catering company in Eaton's hometown in Idaho. "I was fortunate enough to find my calling at a very early age," she notes. "I feel incredibly blessed." Eaton graduated from the University of Santa Clara with a degree in Business Management and quickly applied it to growing her career in catering. "Over the years, particularly in boom times, many friends and clients urged me to switch industries and go into high-tech, but I love what I do and have found a career path that lets me be creative," she says with a smile.

In addition to running her successful business, Eaton is a busy mom, athlete, and volunteer. "The business has grown to a point where we're able to give back. It's really rewarding to be able to contribute to fundraisers and great causes and to have a service that really fills a need," she notes. "There's always a need for great food."

J'Amy TARR

Fashion insiders know that Northern California has served as the springboard for a bevy of today's most talented designers from Alexander Wang and Derek Lam to Rachel Roy and Rodarte's Kate and Laura Mulleavy. In that vein, J'Amy Tarr is making



her own brand, J'Amy Tarr, which is a minimalist yet flattering line of women's apparel. Her designs are a blend of modern and classic, with a focus on quality fabrics and tailored fits. Tarr's work has been featured in various fashion publications and she has a loyal following of customers who appreciate her attention to detail and commitment to craftsmanship.

Tarr is a designer. She attended the University of California, San Francisco, where she earned dual masters degrees in fashion and textile design. She began her career working in merchandising for Levi Strauss and interning with Michael Kors. Today, Tarr feels confident in her designs. "I have talked with hundreds of women, and I know what they want in their outerwear: minimalist design, tactile fabric, and structured fit. I aim to create the best designer coats and jackets for women in the Bay Area." The fashion world has taken notice and her pieces have been featured in *Vogue*, *Apparel News*, *WWD*, and *The San Francisco Chronicle*.

Tarr's 2014 fall collection brims with luxe textiles, quality craftsmanship, and form-fitting designs, including Tarr's signature moto and tux jackets along with new additions, including a long moto, funnel neck jacket, mohair bomber, brushed wool cape, and a color-blocked blanket coat. ♦