



The Journal



Morsey's Farmhouse opens it's doors

Products made from the owners' herd of water buffalo

Los Altos Ca, February 1st, 2018; Morsey's Farmhouse Kitchen a one-of-a-kind restaurant has opened this month on Main Street. Owner Kal Morsey claims, Morsey's Farmhouse Kitchen is the only restaurant in the country cooking from a wide range of water buffalo products -- not to mention they're coming from a herd of nearly 400 water buffalo he owns with his wife Yulia. Morsey's, at 134 Main St., serves water buffalo milk, different kinds of cheeses, butter, yogurt and gelato and also incorporate them in the dishes they serve. The couple hopes to educate American diners on the merits of water-buffalo products, which are more popular and known in South Asian and European countries.

Kal, who is from Egypt, and his wife Yulia, from Russia, hope to educate American diners on the merits of water-buffalo products, which are more popular and known in South Asian and European countries.



Morsey's Farmhouse Kitchen in Los Altos CA Main Street

The couple started with seven water buffalo they purchased from a breeder in Texas. They have since grown the herd, which lives on a



farm just south of Sacramento, to about 375 water buffalo. They expect there to be more as calves are born, Yulia said.

Though there are a scattering of water-buffalo farms in the Bay Area, none are of that size, according to Kal, and they mostly supply restaurants with mozzarella di bufala cheese or gelato, he said.

Morsey's, on the other hand, is serving milk, different kinds of cheeses, butter, yogurt and gelato and use the products in the kitchen. The owners started selling their products at the downtown Palo Alto and Portola Valley farmers markets earlier this year.

Though water-buffalo milk has twice the fat content of cow's milk, it has more protein, calcium and iron in Wilton California. Photo courtesy Morsey's and less cholesterol. Even Yulia's daughter, who she described as severely lactose intolerant, can eat products made from water-buffalo milk.

At the restaurant, products like milk, cheese and yogurt as well as items like sandwiches and salads are available for purchase in a retail case. (The Morsey's also plan to sell the products at local grocery stores.) Customers are also stopping by just for gelato or frozen yogurt. There are pastries and coffee.

The restaurant offers counter-service breakfast and lunch, but full dinner service. The menu shows items like vitello tonnato — an Italian dish of cold, sliced veal topped with a tuna sauce — and ratatouille with mozzarella di bufala. There are dishes like pancakes and pizza made with water-buffalo products.



A row of feeding water buffalo at the Kal and Yulia Morsey's farm

Morsey's Executive Chef Tim Uttaro described the food as "European inspired" California cuisine.

Uttaro, a native of Carmel, previously worked at the now-shuttered Sent Sovi in Saratoga (which the famed David Kinch of Manresa opened in the 1990s), British Banker's Club in Menlo Park, the Stanford Park Hotel and Lemonade in Burlingame.

The gelato display case is imported from Italy, as is all of the furniture, according to Kevin Lanigan, a former hotel manager who is helping the Morsey's open their venture.

There are outdoor seating along Main Street and, if approved by the city, a future outdoor fire pit.

Lanigan said he anticipates battling the question: "Is this an ice cream

shop or a full-service restaurant?"

The overarching intent, he said, "is to showcase everything water buffalos do." .

Rimini - Italy 2018

A RECORD-BREAKING SIGEP: 209,135 attendees at the artisan confectionery expo

Rimini, 25th January 2018 Italy.

Italian-made global product sales increase, thanks to a dynamic, creative and innovative product chain 32,202 foreign buyers from 180 countries

The amount of world business, rapidly growing international demand, strategic innovation and specialist training: all came together at Italian Exhibition Group's SIGEP.

The 39th International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee world, which ended yesterday at Rimini Expo Centre, gave a great stimulus to the Italian-made confectionery sector, a consistent part of Italy's agri-food export, which rose to 40 billion euros at the end of 2017.

SIGEP 2018 ended with a record of 209,135 overall attendees, of whom 135,746 were Italian buyers and 32,202 foreign buyers from 180 countries, alongside which there was the universe of exhibitors, participants in the international contests, teams for the competitions, guests at the conferences and participants in the academy areas. A breakdown of the figures in line with international benchmark standards and which enables the demand to be precisely profiled.



Of the international buyers, 77% came from Europe (above all Spain, Germany, France, Greece and Poland), 12% from Asia (Japan, Korea, China and India), 7% from the Americas (United States, Canada and Brazil), 3% from Africa (Morocco, Algeria and Egypt) and 1% from Oceania (Australia).

All the figures set records at SIGEP 2018: 1,250

exhibitors occupying an area of 129,000 sq.m., 1,016 events organized on the official program, 940 journalists accredited, of whom 112 were from abroad and a total of almost 200 million media contacts to date. The App dedicated to SIGEP was a success: 10,000 downloads were exceeded.

The highlight events at SIGEP 2018, inaugurated last Saturday with the participation of Minister Dario Franceschini, were the Gelato World Cup and The Pastry Queen (ladies world pastry championship), along with an extraordinary series of events in all the product chains, under the banner of innovation and specialist training. The links with live streaming coverage (Italian and English) of the events in the various arenas had a world audience of approximately 244,000 users.

In the exclusive elite of the key World Expos for foodservice, SIGEP dominates the solid confectionery sector, with a particular slant on artisan and high quality production. Consequently, the product chains of artisan gelato, pastry and bakery, along with coffee, spread out from the SIGEP platform with new impulse, relations and business in Italy and worldwide. The widespread satisfaction among all the exhibitors confirms SIGEP's leadership and the strategic quality of its development plan.

This success is fully borne out by the facts: the long-term agreements with all the key players in the product chains involved, the launch with 'Gelato Festival' of a new long-term program of world promotion, the entrance of IEG in the corporate structure of the prestigious CAST Alimenti cooking school and the five-year industrial plan under the banner of investments in structures, innovation and internationality, once again confirm with the companies that IEG is a reliable partner and leader for the figures and contents it features.

All the SIGEP 2018 press releases are available in the media room of the Web site www.sigep.it

From 20 to 24 January at the Fiera di Rimini the appointment with Sigep returns , the international event dedicated to the world of ice cream, dessert, coffee and many other delicacies for the palate. The new edition sees a special focus on the United States and between championships, competitions and special events, there is the challenge to elect the new Pastry Queen, the queen of pastry chefs.

There is great anticipation for the fourth edition of The Pastry Queen, the World Women's Pastry Championship (January 22nd and 23rd) that will compare 12 of the best pastry chefs from around the world.



361 Beach Road, Burlingame, CA 94010

Tel: 855.885.2400 | 650.342.2400 | Fax: 650.342.7400 | www.oscartek.com