

STAG DINING 2020



SERVICES & OFFERINGS

Meal Kits - Pantry Provisions - Natural Wine - Gifting - Cocktail Kits & Classes - Event Space - Crenn Farm





OVERVIEW

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STAG DINING GROUP

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DERBY COCKTAIL CO

www.derbycocktail.co

CERF CLUB

www.cerfclub.com

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WITH A DECADE OF EXPERIENCE IN HOSPITALITY, WE HAVE NEVER SEEN A CHALLENGE THAT FACES US QUITE LIKE THE ONE POSED BY COVID-19.

With virtually every restaurant worker out of a job, and traditional supply chains for food, wine and spirits broken, we have been seeking opportunities to mend those bonds in pragmatic ways while continuing to serve our customers. Our revised offerings are an attempt to help our clients engage their stakeholders, employees and clients in ways that are fitting for this time and address the social, racial, environmental and biological crises that we are facing collectively as a society.

At Stag Dining Group we believe every plate and every glass tells a unique story, and we make every effort to connect guests to each other, to the environment and to the thought leaders of this industry in authentic ways. Since our inception, we have witnessed the power that transformative culinary experiences have on our guests and the conversations that can be sparked at the table. There is nothing quite like exploring the impacts of climate change through the medium of oysters and wine. Or hearing the legend of a hardworking winemaker who is the first migrant worker from Mexico to establish a California winery and have his wine is poured at a State Dinner at the White House.

The American Dream runs deep throughout the hospitality industry, and the cultural conduit that exists in our kitchens and dining rooms is principled on making every person feel welcome and providing them with an experience that is an escape from the coldness they find elsewhere in the world. The hospitality industry connects people like no other industry can, and there has never been a more vital time for creating these connections than now.

The enclosed offerings are just a starting point for our evolution as a company within the new limitations imposed on our industry. Over the past decade, we have helped our clients tell their stories and connect to stakeholders across a variety of scales and settings. We acknowledge the unprecedented times we find ourselves in and look forward to partnering with you to bring some much needed connection and kindness to the workplace and carry on the vision and culture you've worked so hard to create within your teams, however they may look today.



UPDATED OFFERINGS

MEAL KITS
PANTRY PROVISIONS
NATURAL WINE
GIFTING
COCKTAIL KITS & CLASSES
CRENN FARM
CERF CLUB EVENT VENUE

COCKTAIL KITS

Sent By Mail





MEAL KITS FOR LOCAL DELIVERY OR PICKUP
 Chef Designed In-House

Care for your employees and their families while they shelter in place with healthy, delicious meal kits. Our chefs put their creativity into every meal offering, sourcing premium ingredients to help you up your at-home chef game. Each kit comes with directions and a suggested wine pairing.



GIFT KITS
 Shipped Nationwide

Find new ways to engage your clients or employees remotely through our range of gifts kits. From wine pairings and happy hour kits to Zoom led winemaker tastings, we help our clients thoughtfully acknowledge and their stakeholders.



CSA BOXES FOR LOCAL DELIVERY OR PICKUP
 From Kicking Bull Farms

California's Michelin restaurants rely on Kicking Bull for the best produce on the West Coast. We're proud to partner with them to ensure that every CSA box contains the absolute best, freshest local produce available.



A LA CARTE OFFERINGS
 Pantry Provisions

We're partnering with producers who share our love of good food and commitment to sustainability to offer curated pantry items that elevate any meal, including sausages, coffee beans, craft chocolates and housemade cookie dough.





CERF CLUB NATURAL WINES

In-House Wine Label For Gifting and Delivery Nationwide

Pursuant Naturale is the mission of Cerf Club: To seek nature whilst also abiding by the respect to preserve it. This is reflected in the crafted approach we take where there is minimal manipulation and the wines are able to be true to their land. The resulting wines are refreshing, lower in alcohol, pair incredibly well with food, and are fun to share with friends outdoors.

We currently work with three different winemakers who understand our sourcing and culinary philosophy, partnering with them from vineyard to cellar to develop wine profiles that meet our standards. We source fruit from as far south as Monterey and as far north as Mendocino from vineyards practicing natural, biodynamic, or organic farming and have or are on the pathway to achieving one or more of these certifications. We believe this makes a difference in the wine while having a positive impact on the land.

Available by the bottle, ½ case and case (volume discounts available)

2018 Cerf Club "Naturfreunde" Sauvignon Blanc | Yorkville Highlands, CA

2018 Cerf Club "Pinnacles" Chardonnay | Coastview Vineyard, Monterey, CA

2016 Cerf Club "Tenkara" White Blend | Sierra Foothills, CA

2018 Cerf Club "En Plein Air" Carbonic Zinfandel | Poor Ranch, Mendocino, CA

2018 Cerf Club "Peregrine" Syrah | Rodnick Farms, Chalona, CA

2018 Cerf Club "Headwater" Carignane | Redwood Valley, Mendocino, CA

NV Cerf Club "Brenton" California Wildfire Red Blend



DERBY COCKTAIL CO.

Bespoke Cocktails Kits and Classes at Every Scale

DERBY COCKTAIL CO is helping our clients find new ways of connecting during this difficult time with Pony Express, our cocktail delivery and entertainment offering. With a penchant for creative presentation and facilitating authentic and educational group interaction, Pony Express offers a variety of cocktail services and provisions that can be delivered via mail with optional virtual programming for engaging with your employees or customers.

WHEN CRAFT IS KEY

www.derbycocktail.com



**COCKTAILS BY MAIL,
CUSTOM ETCHING,
VIRTUAL ENGAGEMENT**



COCKTAIL EXPERIENCES

We can create custom branded bottles and batched cocktails for your staff, shipped ready-to-serve and made by SF's best bartenders.



VIRTUAL HAPPY HOURS

Engage your participants with mixology lessons from our expert bartenders or hosted wine tastings with winemakers who embody the stories that make this country great.

**OUR COCKTAIL MENU,
SHIPPED READY-TO-SERVE**

From pre-batched and bottled cocktails and bar snacks to interactive cocktail classes, we have you covered. Our cocktails arrive ready to be consumed and do not require refrigeration. Available in custom-etched bottles upon request for a small additional charge.

Lead time: 2-3 weeks from ordering to delivery for custom-etching, and 1.5 weeks from ordering to delivery for standard bottles.

MANHATTAN

Classic: whiskey, sweet vermouth, bitters
Red Hook: rye, punt e mes, maraschino liqueur

MARTINI

Classic: gin, dry vermouth, orange bitters
Martinez: old tom gin, sweet vermouth, maraschino, bitters

NEGRONI

Negroni: gin, campari, sweet vermouth
Boulevardier: bourbon, campari, sweet vermouth

OLD FASHIONED

Classic: bourbon, bitters, sugar, lemon
Oaxacan: mezcal, grapefruit bitters, agave, orange

NON-ALCOHOLIC

French Manner: seedlip garden, elderflower tonic



Derby has spent years developing great relationships with very special winemakers whose stories are truly unique. We invite you to taste, listen and learn directly with these winemakers as they tell about their personal journeys and paths through the wine industry.

BODKIN WINES

“It was delightfully refreshing, creatively invigorating, to be encouraged to push the boundaries, to truly blend the best wine I could.

To be given the freedom to make a wine as unique as I am.”

- Chris Christensen

Chris Christensen (Winemaker and Co-Head Honcho, Bodkin Wines) is an acclaimed Black winemaker, best known for producing the first sparkling Sauvignon Blanc in the US. His path and story as a creative and charismatic winemaker serves as a blueprint for other young winemakers, having started a project without the capital and resources to have his own estate.

Available vintages:

- NV Bodkin "The Fearless" Blanc de Blancs
- NV Bodkin "Hotspur Cuvée" Sparkling Rosé
- NV Cerf Club "Brenton" California Wildfire Red Blend



ROBLEDO FAMILY WINERY

For four generations, members of the Robledo family have dedicated their lives to the craft and business of viticulture.

With a long history of farming in Mexico, Luis Robledo and his sons came to America in 1942 under the Braceros guest workers program, a few of the millions of Mexican laborers who dedicated their bodies as the labor force that sustained American agriculture while American farmers were serving in World War II. The story of the Robledos in the wine industry began in the 1940s when the Robledos lived at a labor camp in Healdsburg, California where they farmed fruit trees and worked in the vineyards. It was in the vineyards, though, that the Robledos found their life's calling as workers and master grape grafters.

Reynaldo Robledo (third generation), came to America in 1968 at the age of sixteen with a vision of someday buying and farming his own land. Reynaldo was determined to learn from his father all about growing quality grapes. In 1984, Reynaldo and his wife Maria saved enough money to buy their first piece of property in the Los Carneros appellation of Napa, where they planted Pinot Noir grapes and where the nine Robledo children grew up working in the vineyards. All the children of Reynaldo and Maria proudly contribute to carrying on the long-standing traditions handed down to them by their parents.

Today the winery continues the Robledo tradition of culture, craftsmanship and commitment to producing outstanding wine under the leadership and management of the younger generation.

Available vintages:

- 2011 Robledo "Los Carneros Cuvee Brut | Carneros, CA
- 2015 Robledo "Los Braceros" Red Blend | Sonoma Valley, CA
- 2013 Robledo "El Rey" Cabernet Sauvignon | Red Hills, Lake County, CA

CATERING IN THE TIME OF SOCIAL DISTANCING

Our team has been eagerly awaiting the opportunity to get back to doing what we do best: bringing people together for meaningful experiences tied together with great food and drink. While a return to larger events lies further off, as the Bay Area begins to reopen we are excited to offer select catering services for events such as winery activations, micro weddings and celebrations, and corporate gatherings.

We are proud to be able to deliver the same level of quality, service and style from our team that you have come to count on from us. Please contact us to learn about available culinary services.

WORLD CLASS CULINARY PARTNERS

Stag Dining Group was co-founded by Executive Chefs Jordan Grosser and Ted Fleury who cut their teeth in some San Francisco's most demanding kitchens.

From Stag's early entry into the pop-up scene a decade ago, community and collaboration have always been a part of our DNA. Our continued collaboration with some of the legends of the industry reflects the respect and integrity of our culinary team.

Our past chef collaborations include Jacques Pépin, Dominique Crenn, Sarah & Evan Rich of Rich Table, Gayle Pirie & John Clark of Foreign Cinema, Mugaritz, and other leaders from the world's best restaurants.



**STAG DINING
& CRENN DINING GROUP**

CRENN



Chef Dominique Crenn and her team take the artistry of haute cuisine and the warmth of impeccable hospitality outside of their restaurants' four walls and deliver it to you and your guests in partnership with Stag Dining Group.

Crenn offsite events include gatherings on Dominique's very own organic and biodynamic farm in Sonoma, Bleu Belle Farm. Much of the produce served in our restaurants comes directly from the farm, and our compost returns to feed its ground. With her farm, Chef Crenn has doubled down on her advocacy for the planet and her mission of sustainability in action. We host luncheons, later- afternoon soirees, educational seminars, and farm tours. Bleu Belle Farm is delicious environmentalism in action.



OUR VENUE // CERF CLUB

www.cerfclub.com

Cerf Club is a culinary event space in the heart of San Francisco. The venue was designed with the intention of being a multi-use space customizable to our clients' needs.

With a spacious versatile layout, warm lighting, large tables, audio systems and single user restrooms, Cerf Club is the perfect setting for smaller events to still feel intimate while providing enough space for guests to practice physical distancing. We look forward to hosting your next important client dinner, wedding reception, team celebration or birthday party.

We are also happy to host corporate offsites and daytime meetings; in the past we have had the pleasure of producing beautifully designed retreats for companies including Airbnb, Instagram and Minted. Let us provide you with a way to meet comfortably in person so that you can do your best work together.

WELCOME TO THE
CLUB

Natural Wine, Good Food,
Memorable Events





OUR CLIENTS

Stag is trusted by Fortune 500 companies, startups, and major festivals to tailor experiences unique to every audience and client.

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|--------------------|--------------------|--------------|
| ACURA | FROG DESIGN | NFL |
| ADOBE | GENENTECH | NOT FOR SALE |
| AIRBNB | GOOGLE | NYFW |
| AMERICAN EXPRESS | INSTAGRAM | PINTEREST |
| ART BASEL | THE GLEN LIVET | PIXAR |
| BACARDI | HARVARD UNIVERSITY | PEERSPACE |
| CHRONICLE BOOKS | HEATH CERAMICS | TABLEU |
| CLIMATE RIDE | HOZZ | SALESFORCE |
| CLOS DU VAL | ICONIQ CAPITAL | SFMOMA |
| COLLECTIVE HEALTH | INSTAGRAM | SHINOLA |
| DISNEY | JAGUAR | SHFT |
| DONUM ESTATE | LEVI'S | SUNDANCE |
| EVERLANE | LULULEMON | SXSW |
| FACEBOOK | MEKANISM | YOTEL |
| FOUNDER'S CIRCLE | METHOD | ZAGAT |
| FOUNDATION CAPITAL | NEW YORK TIMES | |

MEET THE TEAM



WE LOOK FORWARD
TO EVENTS LIKE
THIS IN THE
FUTURE





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