

FOR IMMEDIATE RELEASE

Namu

439 Balboa St, San Francisco, CA 94118

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Dennis Lee, Chef.partner

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Free Range KFC! (Korean Fried Chicken)

(San Francisco, CA-Oct 2, 2009) Crispy, light, moist, spicy, tangy and sweet, using smaller local chickens (Marin Sun Farms) for their flavorful and tender meat, Chef Dennis Lee introduces KFC (Korean Fried Chicken) to the Namu menu. The dish is a half chicken, lightly steamed in an aromatic brine, keeping the meat juicy and tender. It is then lightly battered and fried twice in rice husk oil to give it a supreme thin crispy "skin." The chicken is tossed in sauce that is an old family recipe, slightly spicy and tangy, but the skin retains its crisp light finish. The chicken is served with the classic pickled daikon cubes and a side of Namu's famous loco moco gravy and chojang Korean chili sauce. It is available nightly at Namu, located at 439 Balboa St. between 5th and 6th Ave., and is offered on Sunday nights with half priced Korean OB beer.

The KFC is characteristic of Chef Dennis Lee's cuisine, staying true to authentic ingredients and techniques, raising the level with non-traditional applications and California cuisines' attention to beautiful and seasonal inputs. It is the result of an American born chef raised and trained in his immigrant chef mother's kitchen. He learned traditional techniques and dishes at home, but grew up in the contemporary American melting pot.

Namu is an intimate neighborhood restaurant brought to you by three Korean American brothers. The design is clean, rustic and elemental, anchored by a 14 foot cypress slab bar top created from a reclaimed tree from the nearby Golden Gate Park. Service is friendly, intimate and honest, where you will find the owners, friends, and family always present. Using seasonal, local, and regional ingredients, the cuisine is a much heralded new addition to California Cuisine. The menu changes daily and is driven by the handpicked local and organic ingredients. Many of the treatments are inspired by, but not limited to, authentic Korean and Japanese techniques. We feature an eclectic menu of share plates and entree style plates ranging from raw items, such as crudo and tartare, as well as crispy items such as a market vegetable tempura lightly fried in rice husk oil, braised meats and vegetables, and a binchotan fired charcoal grill that produces beautiful grilled items such as gochujang sake marinated pork ribs, kalbi style skirt steak, and grilled local line caught fish.

-Namu an original San Francisco growth, completely independently and coincidentally opened just after NYC's Momofuku Ssam. Many chefs and customers exclaim the parallels and differences between David Chang and Dennis Lee.

-The Lee brothers take turns working at Solano mushroom farm at the Marin farmer's markets, as if they don't have enough to do!

-They also operate a street food stall at the Thursday Ferry Plaza Farmer's Market.

<http://online.wsj.com/article/SB123639056889058949.html>

<http://www.asianewsnet.net/news.php?sec=9&id=4713>

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