



GROSSMAN'S NOSHERY & BAR Backgrounder

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Grossman's Noshery & Bar is a New York-style deli, bakery and bar from celebrated husband and wife restaurateurs Mark and Terri Stark that brings a taste of Brooklyn to Wine Country with house-made baked goods and house-cured and smoked fish and meats. Chef Mark Stark's interpretation of the Jewish deli pulls in influences from Eastern Europe and the Middle East in addition to the East Coast of the U.S. Open seven days a week, Grossman's serves breakfast, lunch, dinner, and noshes. Diners can eat in the dining room or on the patio, take out, or sip a classic or craft cocktail at the ample bar. Grossman's is the seventh restaurant from the Starks and, with the opening of the new Willi's Wine Bar, was their second restaurant to open in under one year. It is located in the Hotel La Rose in Santa Rosa California's Historic Railroad Square.

Grossman's menu features eclectic breakfast dishes, noshes, sandwiches, soups, salads, platters for sharing, nightly specials, dumplings, and desserts. In addition to traditional Jewish deli fare like Pastrami on Rye, Matzoh Ball Soup, Knishes, and Lox and Bagels, there are regional specialties like Sabich (Israeli eggplant sandwich on house-made pita), and Vareniki and Pelmeni (Russian filled dumplings).

The Starks have installed a large bakery in the restaurant's kitchen. A glass window gives diners a front row seat as bakers create bagels, rye bread, pita, knishes, cookies, and chocolate and cinnamon babka. The bakery also produces some of the breads and rolls used at the Starks' other restaurants.

The restaurant is named for Terri Stark's family and honors both her Jewish heritage and affinity for a well-made deli sandwich. Terri designed the interior of the restaurant, which is located within the footprint of the Hotel La Rose. Built in 1907, the Santa Rosa landmark is listed as a Historic Hotel of America under the auspices of the National Trust for Historic Preservation. Terri's design honors the space's heritage while bringing in some modern and humorous touches like neon signage, mascot chimp "Stanley Grossman," and nods to Terri's beloved "Friends" (yes, the television show. The couple like to decompress at home by keeping the show on a continuous loop). The Starks want a visit to Grossman's to feel like to a visit to your hip, eccentric grandma's and have even incorporated *Bubbie*, the quintessential Jewish grandma in the restaurant's logo and iconography.

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