



## **Got Goat? San Diegans “Get Their Goat” at The Linkery and North Park Meat Co.**

**SAN DIEGO - March 30, 2009** – There’s a “craft” meat revolution happening in America, and the Linkery, San Diego’s beloved farm-to-table restaurant, along with its adjoining artisan curing shop, North Park Meat Co. (NPMC), is spotlighting not only the usual favorites, but another buzzworthy meat: 100% grass-fed, pastured goat, in several delicious varieties.

The Linkery’s menu often features goat as a curry, a soup, or as toppings for Mexican-inspired “sopes” (ground corn shells served with various fresh salsas). Meanwhile, the meat case at NPMC offers goat bacon, goat prosciutto, and goat ham. The bacon is cut from the belly of the goat, while the prosciutto and ham are from the leg, boned out, and wet-cured (brined). All varieties feature the same texture and fattiness that one would expect from a pork product, but with a distinctive goat “earthiness.”

“Two years ago, when we first started musing about serving goat, we went against the accepted rule that places serving high-quality food shouldn’t serve goat,” said Linkery Owner, Jay Porter. “But then, we just considered the facts: Goat has been part of the landscape in California and Mexico for hundreds of years. It’s a natural livestock animal for our place and time, and it’s absolutely delicious. We’ve even made goat haggis and are working on some bologna from goat brains and other offal—using the whole animal as a sign of respect.”

Pastured goat is a hit among Linkery and NPMC customers. Such consensus seems logical to Porter, a staunch proponent of principled, pre-industrial farming methods, who says: “The goats are raised with love, and plenty of people can discern that, even when they’re served on a plate.”

All pastured goat at the Linkery and NPMC is sourced from several regional California farms including BN Ranch in Bolinas, the sustainable farm owned by Bill and Nicolette Niman; the Lange family farm in Fallbrook; and soon, a first grass-based polycultural farm in Julian from Albert Lewis, a longtime Linkery supplier. For price and packaging information, visit [www.northparkmeatco.com](http://www.northparkmeatco.com).

**ABOUT THE LINKERY** :: Located at 3794 30<sup>th</sup> Street in San Diego, California, the Linkery first opened in 2005, as a community-driven, culinary hub that bypassed commodity ingredients in favor of “real food “ produced in honest, healthy, and humane ways. Then and now, the Linkery’s “meet your meal” food and drink philosophy highlights the “link” between producers and patrons. For additional information visit [www.thelinkery.com](http://www.thelinkery.com), and for a press kit and photos, contact Gerald “Dex” Poindexter at 619.255.7433 or [dex@thelinkery.com](mailto:dex@thelinkery.com).

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