



*Tony Caputo's will be the site of Tipica, a traditional Italian dining venue stressing pastas and risottos.*

## Popular chef to launch new eatery within Tony Caputo's

**By Barbara Rattle**

*The Enterprise*

Adam Kreisel, the popular chef at the former Globe Cafe by Moonlight in Salt Lake City, former executive chef at Sundance Resort and former personal chef to NBC Sports CEO Dick Ebersol, has teamed with Tony Caputo's Market & Deli in downtown Salt Lake to launch Tipica, a traditional Italian restaurant specializing in

pastas and risottos on May 1.

"We're going to make a transition every night," said Matt Caputo, president of Caputo's, 308 W. 300 S. "We're going to close the sandwich shop — not the market — at about 3 p.m., once lunch rush is over, and start a transition, placing tablecloths, pulling curtains around Pepsi

*see TIPICA page 4*

## TIPICA

from page 1

machines. The transformation is going to be pretty visually significant, candlelight and the whole bit."

The menu at Tipica will change regularly — as often as weekly — Caputo said, to allow Kreisel to take advantage of ingredients when they are at their best.

"It will be a very small menu," he said. "It will change not just seasonally but weekly sometimes, depending on what ingredients we can get at their peak of ripeness. There will be a few appetizers, a few salads, a few choices of pasta and risotto and a small dessert menu. Everything's going to be large appetizer size, from \$6 to \$18. Kind of like tapas, but larger. If you want to come in and have a little bit of pasta and a light salad

and get out of here for under \$20 it's going to be totally feasible. He'll also have a tasting menu of all these different things so you can really build a nice gastronomic experience for yourself. There's going to be a lot of flexibility in terms of what kind of meal you can create for yourself."

Kreisel, he said, will be drawing heavily from his recent learning and training stint at an upscale eatery in Lombardy, northern Italy, that is "really renowned in the area for fresh pasta and risotto."

"He's going to be making a lot of his own pasta, and in terms of the other ingredients, we're going to be able to take the kid gloves off," he said. "When there are three different choices of pancetta, he's definitely going to be using the free-range, Berkshire certified pork that's as good as anything you can find anywhere. Those are the types of ingredients he's going

to be using."

Semolina used to make the pasta will be milled to order using air-cooled machines whose low temperatures don't remove important nutrients, so items such as riboflavin and thiamine won't have to be added back in, Caputo said. Eggs used in the pasta will come from Clifford Family Farms, which is certified organic. The result will be pasta that can be advertised as organic pursuant to USDA standards.

"We're going to be Utah's first nose-to-tail restaurant," Caputo said. "We're buying entire animals from the farmer, freshly slaughtered, and we're going to use everything — bones, neck, sweetbreads. In Italy, that's the norm. You respect the animal by using the whole thing. Adam has some incredible recipes that are going to make great use of some cuts that people may not be used to but have totally approachable

flavors and textures."

Tipica will have seating for approximately 60 plus another 20 on the patio during warmer months, and will be open from approximately 5:30 to 11 p.m., Caputo said. Initially, the restaurant will be open only four nights per week, Wednesday through Saturday, "with the goal of taking it slow, doing a great job and slowly adding days to hopefully get to every day of the week." Tipica has secured a limited service restaurant license from the Utah Department of Alcoholic Beverage Control. All wait staff has been hired, Caputo said, and includes "veterans from Metropolitan, Caffe Molise and some out-of-state restaurants."

The eatery's name, he said, means "typical" in Italian, but "unlike the American connotation it's actually a huge compliment. It means it's very typical of a certain area, the recipes are hundreds if not thousands of years old and can

only be experienced in a certain exact area and the ingredients are very specific and only exist in a certain town. It's the culmination of tradition between recipes and very specific products you need."

Marketing of Tipica is already under way and is grassroots in nature, Caputo said. Many "foodies" and fans of Kreisel are already aware the restaurant will soon open, and Kreisel and crew have a list of approximately 1,500 e-mail addresses that will be used to promote Tipica.

"The key players in the industry are sending out to their e-mail lists as well so all in all we've have about 10,000 different e-mails going out to foodies in the community," Caputo said. "We're combining his talent and our taste buds and kind of putting it all together. We've done some menu testing and think it's really going to be incredible."