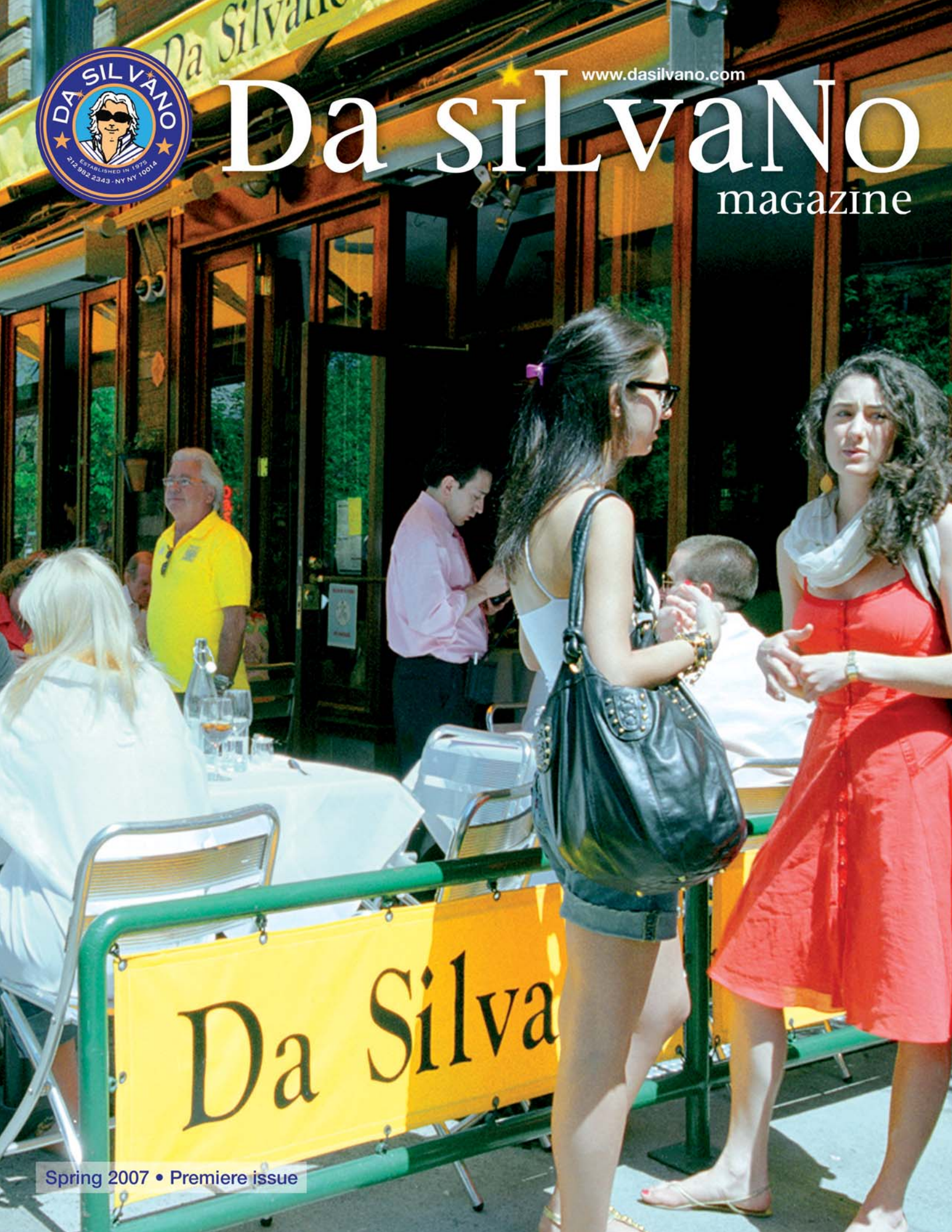




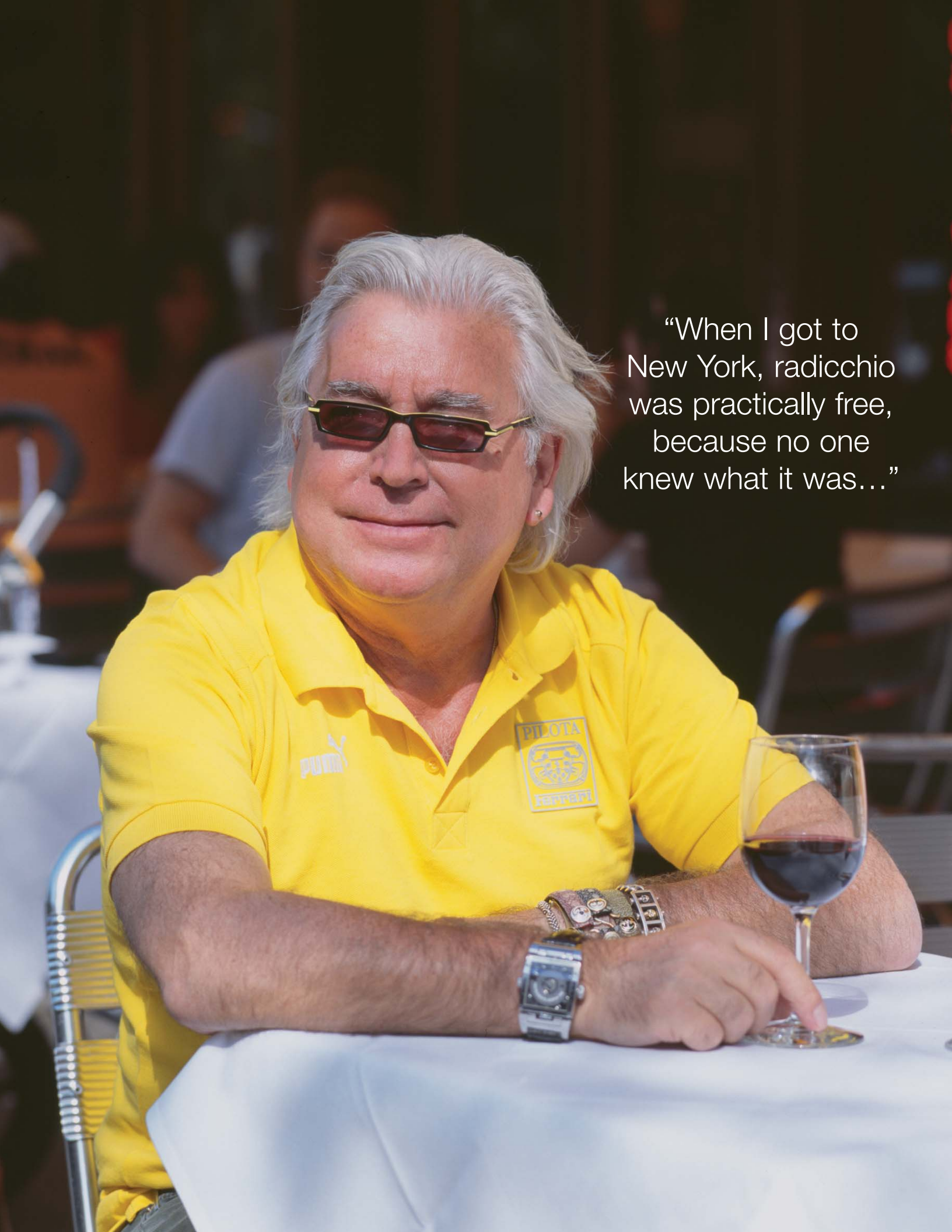
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Da silvaNo

magazine



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“When I got to New York, radicchio was practically free, because no one knew what it was...”



A SON OF TUSCANY THRIVES UNDER THE MANHATTAN SUN

Just who is that man behind the sunglasses?

Silvano Marchetto traces his beginnings as a restaurateur to a lack of space at the Florence technical school he was slated to attend. *"They offered me a spot in the kitchen, so I took it."*

After three years of study, Silvano wandered through Switzerland, Italy and France before returning home to complete a mandatory stint in the Italian army. However, he wasn't assigned to the mess hall; rather, he drove a tank, something he first took on at age eleven. Silvano's lifelong passion for cars began as a boy, when his father was in the army. (The family home was located across from a garage; he drove his first car, an American Jeep Willy, at the age of eight.)

When Silvano moved to the U.S. in 1968, he found a very different Greenwich Village than its present incarnation. He notes, *"I knew that I wanted to be a success; that most people here thought of Italian food as meat, poultry or pasta covered in red sauce; that people sang and partied until 4 a.m., and that the singing ended at Bleecker Street."* While working at a nearby steakhouse, Silvano hatched a plan to open his own place. *"The owner didn't mind me telling everyone, because he didn't view an Italian place as competition!"* Thus was born da Silvano, which opened at its current location on May 1st, 1975. The original restaurant was quite small, just one room with a kitchen behind it. *"We took over a restaurant named Babbo, and we had an old wooden sign over the door, and one light, which we were told was illegal. We had to remove it!"*

Silvano worked as cook and waiter; Luigi Naula, his respected chef, joi-

ned the staff in 1979, and he has been at the kitchen's helm ever since. With such constraints, how did this small, dim, south of the singing zone restaurant survive? By word of mouth: *"The art gallery people found us first – the pioneers of Soho, for example the people from Castelli and Sonnabend. At that time there weren't as many options."* It certainly helped that Silvano was ahead of the curve, serving the fresh fish, vegetables and grains of the Mediterranean diet, with nary a sea of red sauce. He introduced signature dishes that can still be found on today's menu, favorites such as Paccheri, delicate pasta stuffed with radicchio and gorgonzola cheese, and puntarelle (winter chicory) salad with anchovy dressing, whose unusual shape and bitter taste *"has something to do with planting during a full moon!"*

Over time, the restaurant caught on among those in the publishing world; word quickly spread to actors and other well-known figures—they are often spotted feasting on fine Florentine food or enjoying a great glass of wine.

Though his business has morphed into two restaurants, and his staff has grown to 40 plus, Silvano maintains a hands on approach, helping to choose the daily specials, speaking with customers and coaching the staff. His love of people and food is evident, as is the warmth and hospitality that surround the place. After thirty-two years, there is only one solemn decree in this universe: *"No cheese on fish!"* ■

*"Every Italian
is in love
with cars."*

HAPPY WHATEVER
YOU WANT.

DaSilvano

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AND DON'T FORGET...
NO CHEESE ON SEAFOOD
PASTA-IT'S A SACRILEGE!



**Da Silvano Sigillo
Oro Balsamico
Aged 10 years**

From Modena, aged for ten years, this rich balsamic is perfect for drizzling on cheeses or your desserts and ice cream for a surprisingly delicious combination.

Size: 250 ml
Price: \$22



**Da Silvano
Private Label
Aged 8 years**

Aged for eight years, this balsamic is simply perfect in salad dressings and marinades, used together with the Da Silvano Olio di Oliva Toscano.

Size: 250 ml
Price: \$10



**Da Silvano
Balsamico Bianco
Aged 4 Years**

Aged for four years, this outstanding white balsamic is marked by its sweet and sour tastes and is ideal for dressing salads and fresh vegetables (both raw and cooked), as well as white meats, fish, and cheeses. Its lack of the traditional dark balsamic color also leaves dishes seemingly untarnished.

Size: 250 ml
Price: \$10



**Da Silvano
Olio di Oliva Toscano**

This selection of Extra Virgin Olive Oil produced in Tuscany is a Da Silvano favorite. It can be used in dressings and marinades, and for most types of cooking.

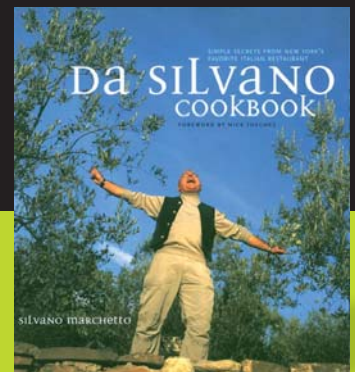
Size: 750 ml
Price: \$20



Nutcracker

Silvano's latest fun gadget, it's 10 1/2" tall.

\$ 100



**The Da Silvano
Cookbook,
by Silvano Marchetto,
Foreword by Nick Tosches**

In 2001, Silvano collected his favorite recipes and stories to share with everyone in his first book, *The Da Silvano Cookbook*. Together with photographs from the restaurant and his home in Italy, the book gives readers an insight into the way Silvano thinks and cooks, with simple recipes you can recreate in your own home.



Panna Cotta

Baked Cream

Panna Cotta should be true to its name, which means cooked cream. Some people only boil the cream on top of the stove; it should be cooked in the oven until it firms up.

6 servings

INGREDIENTS

- ★ 1 quart/1 litre heavy cream
- ★ 2 tablespoons pure vanilla extract
- ★ 1/2 cup/112.5g sugar
- ★ 2 tablespoons unflavored powdered gelatin
- ★ 1/2 cup/110ml high-quality chocolate sauce



Preheat oven to 375°F/190°C

Whisk together the cream, vanilla, sugar and gelatin in a small ceramic or stainless steel bowl. Transfer the mixture to a pot and set over high heat. Cook, stirring vigorously, until the mixture boils. Immediately remove from heat and divide among six 1-cup/225ml, ovenproof ramekins. Place the ramekins in a baking pan and fill the pan to a level of 1 inch/2.5 cm with cold water.

Place the pan in the oven and bake, just until the liquid begins to thicken, about ten minutes.

Remove the pan from the oven, remove the ramekins from the pan, cover each ramekin with plastic wrap and immediately refrigerate, or the cream will separate, for at least three and up to twenty-four hours.

To serve, gently release each *panna cotta* with a knife from its ramekin, invert onto a dessert plate, drizzle with chocolate or raspberry sauce and serve. A glass of vin santo or grappa with the espresso is a perfect finish!