

*An article featured in the local newspaper about the inspiration for Red House Cookies*

## **A Cottage Industry Born in Pacific Grove For The Love of Cookies**

Pacific Grove, CA— Sophia D'Amelio is a bright and sweet twelve year old girl with an infectious smile. Growing up in and around her parent's restaurant, Red House Cafe, in the little seaside town of Pacific Grove, she has come to enjoy the cafe's customers as part of her extended family. Sophia's outgoing personality and intuitive nature soon became an asset to the family business—greeting customers, clearing tables and helping out in the kitchen. It's easy to see why she feels right at home in the charming English cottage style cafe located in the heart of downtown. It has all the trimmings—friendly conversation, a brick fireplace, cozy rooms with ruffled curtains, filled with comfy chairs with big, colorful pillows and the fragrant smells of fresh baked cookies. As Sophia would recount, it's the perfect place to enjoy cookies and a glass of milk while finishing your homework.

Sophia has always been interested in the workings of the kitchen where her father, Chef Chris D'Amelio, bakes daily for the Red House Cafe. Sophia enjoyed the all-American treats but always passed on her father's chocolate chip cookies and brownies as she had never acquired a taste for chocolate. Her father would experiment with various recipes in hopes coming up with a favorite for his daughter.

Chef D'Amelio was determined that he would create the perfect cookie for his daughter—one that captured her bright smile, sweet disposition, and jovial nature. For months he labored, testing peaches, pralines, cinnamon, walnuts, honey, butter, and all manner of spices. He'd work late into the night, with the lights in the Cafe kitchen burning brightly while the rest of the town slept. The Cafe guests certainly enjoyed the results presented daily for their consumption. After months of experimentation, Chris's efforts were rewarded when he pulled his latest creation from the oven. He knew immediately, by the fragrance, the color, and the texture of the cookies that he had succeeded in creating the perfect cookie for his daughter.

The oatmeal, apricot & pecan cookie was presented to Sophia and she confirms, "It was the best present I could have ever received!" The cookie became an immediate success in the restaurant, out-selling all other cookies combined. Before long, they began shipping their cookies to cafe guests who had returned to their homes far away. In August of this year, it occurred to them that if so many people wanted these cookies, maybe many more would too. Thus, a cottage industry was born from the love of a father for his daughter.

**FREE RED HOUSE COOKIES**  
**WEDNESDAY, DECEMBER 1ST, 11am—3pm**

Sophia, her mom Laura, and dad and Chris, will launch [RedHouseCookies.com](http://RedHouseCookies.com) on Wednesday, December 1, 2010, just in time for holiday gift giving. In an effort to spread the word of their new venture the D'Amelio's will bake an extra, large batch of cookies for everyone to sample. Anyone who visits the Red House Cafe on Wednesday, December 1, between 11am and 3pm, will receive a complimentary mini cookie (while supply lasts). No purchase is necessary.  
Red House Cookies

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Sophia is excited about the launch of [RedHouseCookies.com](http://RedHouseCookies.com) as she feels partially responsible. It's even strengthened her love of baking. "I'm going to learn the recipe by heart," beams Sophia. She also enjoys helping the staff package the cookies for shipping across the county and the country, standing ready to eat the broken ones.

Made with Local, Organic Ingredients And Love

Red House Oatmeal, Apricot, & Pecan Cookies are crunchy on the outside and chewy on the inside. Sweet, but not too sweet, and generously proportioned, just the way Sophia likes them. The dried apricots and fresh roasted pecans are sourced from local organic growers. The cookies are baked early in the morning in the Red House Cafe kitchen then packaged for giving: individually (\$3 each), half-dozen (\$15) and one-dozen (\$24); without packaging (\$2 each). They are available for pick up at the Red House Cafe or can be shipped anywhere within the continental United States. Sophia plans to give individually wrapped cookies to her teachers this Christmas. They also make excellent gifts for clients, colleges, and friends.

"No one is more surprised than we are that something made as a simple act of love for our daughter has grown into its own business," muses Laura D'Amelio. "They've continued to be our number one selling cookie," confirms Chef Chris D'Amelio, "I've simply stopped baking any other cookies. Now, it's Oatmeal, Apricot, & Pecan, all the time!"

Chris and Laura D'Amelio knew they loved to cook but they didn't know they'd fall in love with the restaurant business. A high school romance led to marriage and a business opportunity in Pacific Grove. Laura's sister had just opened Taste Cafe and needed assistance. While Chris and Laura helped them get the restaurant going, they knew they had stumbled onto something they both enjoyed. In 1996, another business opportunity was presented to them—their own restaurant in a recently renovated historic house downtown Pacific Grove. They didn't think twice before signing a long-term lease. The Red House Cafe quickly brought life to the dead end of the sleepy Victorian town and a new local favorite was born. Soon thereafter, in 1998, Sophia was born. Laura took some time from the restaurant to focus on her daughter's childhood needs. She remembers driving by the restaurant one evening with Sophia and hearing her say, "That's where daddy lives." That's when Laura knew it was time to start bringing Sophia to the restaurant which soon became her after school home.

Laura and Chris have made the Red House a reflection of their home and guests are immediately comfortable in the warm, inviting atmosphere. With a heavy school load, Sophia can often be found finishing her homework in one of the three intimate dining rooms. The Cafe seats just under 50 people, most of them regulars, for breakfast, lunch and dinner six days a week. The D'Amelios treat their guests as family and long lines attest to the very large family they have earned over the years.

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Chris, Laura, and Sophia D'Amelio invite everyone to the Red House Cafe to celebrate the launch of Sophia's Signature Oatmeal, Apricot, and Pecan cookies on the world-wide web with a free sample cookie.

The Red House Cafe is located in the historic red cottage at 662 Lighthouse Avenue in Pacific Grove, California. Breakfast, lunch, and dinner is served every day except Mondays, which is limited to breakfast and lunch service. Phone orders for Red House Oatmeal, Apricot, and Pecan Cookies can be placed by calling (831) 643-1060 or order on-line at [www.RedHouseCookies.com](http://www.RedHouseCookies.com)