



# CAMP O

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## PRESS CONTACTS

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## MARK ESTEE, OWNER/CHEF

**Mark Estee** is a community leader and nationally recognized chef who is dedicated to building a thriving restaurant culture in Reno and Lake Tahoe. Extending his footprint across northern Nevada and northern California, Estee owns and/or operates eight restaurants, where menu offerings encompass his philosophy of simple, seasonal, fresh and local. The atmospheres? Warm, lively and inviting. Just like him.

Estee's reputation for **supporting local farmers and food suppliers** is ingrained into each restaurant concept and used as an example within the slow food movement. He is often heard asking, "**Do you know where your food comes from?**" He is a staple among the food community and his business practices are recognized as progressive, thoughtful and direct. Continually developing new dishes based on his "Whole Hog" philosophy, Estee builds full-flavored food using every portion of every ingredient.

From menu items to cooking practices, Estee believes that his responsibility as a chef is to use culinary creativity to innovate how food is prepared and served. As an entrepreneur, not only is he spreading a message of sustainability and local significance, but also a deep-rooted passion for farmers, ranchers, regional products, produce and food education.

Mark Estee's entrepreneurial spirit is evident in everything he touches. From the way he interacts with patrons and staff to the incredible involvement he has among the community, Estee approaches each day with vibrant integrity. He won't ask his staff to do something he wouldn't; he is not afraid to shake things up if it can be done better.

The kitchen is a classroom where he goes to learn, teach and perfect his craft. His style is influenced by what he has seen and done; his drive to continually improve and expand is rooted by what he sees in others. Estee's passion for food and people keeps pace with his love of Reno and Lake Tahoe. He continues to change and shape the evolving food culture and talks about his passion for the biggest little city on a national platform, every opportunity he is given. He is without a doubt, one of the region's most prominent advocates.

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## MARK ESTEE, OWNER/CHEF

### Mark Estee's Restaurants:

**Mission Statement:** We treat others as we want to be treated. We have respect for our products, our people, our guests and our community.

**Campo Reno (Owner) & Campo Mammoth (Managing Partner):** A neighborhood gathering place that features rustic Italian menu items ranging from Napoletana-style pizza fired in Campo's wood burning oven, to farm-fresh produce, handmade pasta and house-made salumi, Campo is, in every aspect, a community kitchen. Campo Reno was named one of Esquire Magazine's Best New Restaurants in America (2012).

**Burger Me! (Owner):** With two locations in Reno and Truckee, Burger Me! sources local ingredients, provides fresh food fast and has a wide array of burgers and sides to choose from. Burger Me! was named 1 of 10 "best burgers" in America by Guy Fieri and also featured on Diners, Drive-Ins and Dives (2013).

**chez louie (Owner):** A French inspired eatery located in the Nevada Museum of Art. chez louie is fun, modern and affordable, bringing high-class cuisine to a comfortable, friendly and truly unique setting. Local and seasonal ingredients compliment the cultural fabric of the museum and the restaurant boasts private event space and catering opportunities along with a Sunday music brunch that highlights local musicians.

**Heritage (Managing Partner):** Located within the Whitney Peak Hotel in the heart of downtown Reno, the extensive menu at Heritage offers breakfast, brunch, lunch and dinner options, each highlighting Northern Nevada cuisine by sourcing ingredients from local farmers and ranchers. The culinary team draws from local history for inspiration, the menu changes daily and is driven by season to create connections between land, farmer, food and diner.

**Reno Provisions (Owner):** Cafeteria, Market, Retail, Demonstration Kitchen, Private Events, Butcher Shop, Pastry and Bread Production. This multifaceted property is the first of its kind in Reno, grab-n-go menu items maintain Estee's standard of simple, fresh, seasonal and local. House specials are featured daily along with deli sandwiches, gelato, smoothies and juice. The entire 6,000 square feet of upstairs floor space can easily be transformed for a private event. The demonstration kitchen features a state of the art cooking facility for recipe testing, education, cook-offs, hi-definition filming and more. Vertically integrating the supply chain of Local Food Group Establishments, butchery, bakery and pasta production all take place downstairs so Estee and his team are able to exercise quality control and consistency. Reno Provisions is a beginning and final destination under one roof.

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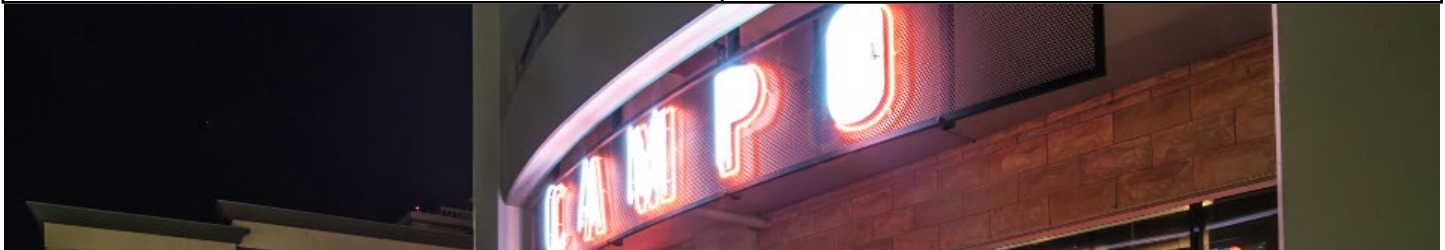
Phone Number	775-737-9555
Fax	775-737-9556
Website	<a href="http://www.camporeno.com">www.camporeno.com</a>
Email	<a href="mailto:info@camporeno.com">info@camporeno.com</a>
Mark Estee	<a href="mailto:mark@camporeno.com">mark@camporeno.com</a>
Address	50 North Sierra Street #104, Reno NV 89501
Handicap Access	Yes
Chef/Owner	Mark Estee
Manager/Bar Program	Justin Jensick
Manager/Operations	Nick Meyer
Manager/Wine Program	Elise Vanderberg
Executive Chef	Tommy Linnett
Chef	Stefanie Teeter
Chef	Daniel Ordas
Pastry Chef	Maarten VanKruyssen
Catering and Sales	Kelly Somers
Executive Assistant	Amanda Bratzler
VPN Pizzaioli	Mark Estee
Hours of Operation	<b>Lunch:</b> 11:30 am to 2:30 pm Monday to Saturday <b>Brunch:</b> 11 am to 2:30 pm Sunday <b>Dinner:</b> 5:00 pm 7 days a week <b>Late Lunch:</b> 2:30 pm to 5:00 pm 7 days a week <b>Happy Hour:</b> 4 pm to 6 pm Monday to Friday
Reservations	Recommended. Through website, <a href="http://www.opentable.com">www.opentable.com</a> , or call 775-737-9555.
Food Price Range	\$4 to \$24
Beverage	Full liquor, beer and wine
Food Style	Rustin Cooking: using whatever is fresh and available
Concept of Campo	Campo is a neighborhood restaurant. We will treat others as we wish to be treated. We will have respect for our products, our people, our guests and our community. Campo will have relaxed but attentive service. The menu will be seasonal, change daily and be fun and affordable. Our culture of caring, learning, respect and smart business will be evident in all we do.
What does Campo mean?	Loosely translated "gathering place"

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Pizza Oven	Cirigliano Forni. All wood. Made in Naples
Pizza Style	<b>Napoletana VPN Americas</b>
Pasta Machines	Euromilan and Saiman and La Monferrina
Salumi Case	<b>Stagionello</b>
General Contractor	Cheney Construction 775-232-8885
Architect	Larry Henry Architecture 775-852-5556
Public Relations	<b>The Abbi Agency</b>
Keg Wine System	<b>Micromatic</b>
Water System	<b>Natura</b>
Booths	<b>West Coast Industries</b>
Stools	<b>Seating Expert</b>
Chairs & Table Tops	<b>Wooden Duck</b>
Private Dining Room	yes, please inquire
Catering	yes, please inquire
Buyouts	yes, please inquire
Kids welcome	yes
Total seats	110 + or -
Patio seats	60 to 80 with lounge area (weather permitting)
Dining areas	Patio, bar, lounge, pizza area, booths, sierra street side
River View	One of the best!
Community tables	3 and we love them! Come join, they are saved for walk-ins.
Special Events	Always! See the website for a complete listing of dates.
Social Media	<b>Facebook, Twitter, Instagram, YouTube, Blog</b>
Opened	November 17, 2011
Sign	SignCrafters, Sparks NV 775-746-1614
Artwork	<b>Annie Hooker</b>
Art Installations	<b>Marcio Decker</b>
Pizza Oven Mosaic	<b>Arteclettica</b>
Tile and Granite	<b>Steve Boucher</b>



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## AWARDS & ACCOMPLISHMENTS

Mark Estee's schedule, resume, and recognitions allow him to stand out from the crowd as a brilliant entrepreneur and patron of his surroundings.

**Some of Estee's accomplishments include:**

**Notable guest appearances:**

- Visiting Chef at the Awanhee Chef's Holiday's
- Visiting Chef at Pebble Beach Food and Wine
- Visiting Chef at the North Lake Tahoe Autumn Food and Wine Festival
- Visiting Chef for L.A. Food and Wine
- James Beard House Chef Series

**Boards, Committees, and Organizations Estee is involved with:**

- Founding Convivium member, Board of Directors for Slow Food Lake Tahoe
- The Board of Directors for Truckee Downtown Merchants Assoc.
- President of the Board of Directors for Project MANA
- Co-founder of the Nutrition Coalition
- Oversight Committee for the Truckee Community Garden
- Culinary Council for CA. Olive Ranch
- Culinary Council for Nutri Systems





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# AWARDS & ACCOMPLISHMENTS

## TV Appearances & Awards:

- Kids Cook For Success (an arm of Michelle Obama's Let's Move Campaign) – Selected as Nevada's Top Chef, 2014
- Cooking Channel – Bite This with Nadia G, 2014
- Food Network - Guys Grocery Games, 2014
- Reno Chamber of Commerce – Community Spirit, 2014
- OpenTable Diners Choice Award – Top 100 Hot Spots in America, 2014
- Reno Gazette Journal – Entrepreneur of the Year, 2013
- Food Network – Guy Fieri's Top 10 Burger, 2013
- Food Network - Diners, Drive-ins and Dives, 2013
- James Beard Semifinalist - Best Chef: West, 2013
- Paul Harris fellowship award from Truckee Rotary
- 2008 Board Member of the year from Parasol Foundation
- 2020 Vision Award in 2009 from the Sierra Business Council for work with Gary Romano to promote region and agriculture and business





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## **CAMPO WINS 2014 OPENTABLE DINERS' CHOICE AWARD**

*Only Northern Nevada restaurant to be named in Top 100 Hot Spots*

RENO, Nev., March 14, 2013 – Campo was named a 2014 OpenTable Diners' Choice Award for Top 100 Hot Spot Restaurant in America. The awards were determined by five million reviews submitted by verified OpenTable diners over the past year.

Mark Estee, owner and chef, of Campo is proud of the honor as well as what it means for local food in the community.

"We love to serve our customers and are happy the community is responding to our fresh and authentic cuisine," Estee said. "We owe this award to our farmers who support us with fresh and delicious ingredients each and every season."

Each of the Top 100 restaurants bested more than 19,000 other restaurants nationwide. Campo is also the only Northern Nevada restaurant named to this list.

### **About Mark Estee:**

Mark Estee is driven by a love for authentic ingredients that create true connections between land, farmer, food and diner. Whether it is hand-choosing his restaurant's produce or meat from a local organic farm or developing new dishes based on his "Whole Hog Philosophy," Estee believes in building full-flavored food using every portion of every ingredient. Estee is the current chef/owner of Campo Reno and the former owner of Moody's Bistro and Lounge in Truckee. Estee's downtown Reno riverfront restaurant, Campo was recently named one of Esquire magazine's Best New Restaurants in America. Estee emphasizes passion, energy and learning in all he does. Communications through innovative business practices at his Reno restaurant have drawn rave reviews.

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## **Mark Estee Named James Beard Award Semifinalist, Best Chef in the West**

Campo's chef/owner Mark Estee is a semifinalist for the prestigious James Beard Award in the category of Best Chef: West. Estee's company for the nomination includes 19 other noted chefs from San Francisco, Los Angeles, and Las Vegas, including Top Chef Masters's contestant John Rivera Sedlar and renowned chef-owner Corey Lee.

The James Beard Awards recognize excellence across the food industry, including chefs, restaurateurs, cookbook authors and food journalists across North America. They are considered the highest honor for food and beverage professionals.

Estee credits his continued success to his superb Campo team, including Chef Arturo Moscoso.

"Campo is dedicated to creating a food culture in Reno that rivals any large city in the U.S. and is honored to be a part of our city's ongoing redevelopment," said Estee. "Reno is on its way and we are proud to be an important part of the journey."

The list will be narrowed down to finalists and winners will be announced at the James Beard Awards dinner on Friday, May 3 in the heart of New York City. Tickets are available to the public and go on sale March 18.

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## **Reno's Campo Named one of Esquire's Best New Restaurants in America**

RENO, Nev. (October 5, 2012) –Reno's downtown dining gem, Campo, joins the distinguished 2012 honorees of the Best New Restaurants in America announced today by Esquire Magazine.

A list handpicked by food journalist and connoisseur, John Mariani, Esquire's Best New Restaurants in America lists 20 different eateries that rival all others in food quality, originality, and atmosphere. Mariani recognized Campo for its stylish atmosphere, Chef-owner Mark Estee and Chef Arturo Moscoso's mastering of Italian-American dishes, and their personal commitment to making everything in-house.

"It's an honor for the CAMPO team to be recognized by John Mariani and Esquire for such a prestigious award," said Chef-owner Mark Estee. "I feel that this solidifies our belief that Reno is on its way to being food city to be reckoned with."

The list, now in its 28th year, recognizes restaurants around the U.S. that deliver the complete package. Campo shares the title with past winners such as San Francisco's Michael Mina, Los Angeles' WP24 by Wolfgang Puck, and New York's Salinas and ABC Kitchen. Campo is the first Reno restaurant to grace the list.

"This award is for Reno, and all the hard working chefs and restaurant people that have worked so hard in the past, and now to make Reno what it is," Estee said.

The annual list of Best New Restaurants of 2012 is in the November issue of Esquire on newsstands October 16th.

A party to celebrate the 1-year anniversary of CAMPO and the Esquire article will be held on Tuesday, November 13th at CAMPO. More details to follow.

### **About Mark Estee:**

Mark Estee is driven by a love for authentic ingredients that create true connections between land, farmer, food and diner. Whether it is hand-choosing his restaurant's produce or meat from a local organic farm or developing new dishes based on his "Whole Hog Philosophy," Estee believes in building full-flavored food using every portion of every ingredient. Estee is the current chef/owner of Campo Reno and the former owner of Moody's Bistro and Lounge in Truckee. Estee's downtown Reno riverfront restaurant, Campo was recently named one of Esquire magazine's Best New Restaurants in America. Estee emphasizes passion, energy and learning in all he does. Communications through innovative business practices at his Reno restaurant have drawn rave reviews.

### **About Esquire:**

**Esquire**, published by Hearst Magazines, is the most-honored monthly magazine in America. Over the past 15 years, it has won a total of 16 National Magazine Awards. Its Web site and e-reader applications have been similarly honored—Esquire won the first-ever National Magazine Award for iPad applications. In addition to its U.S. flagship, Esquire publishes 25 editions around the world. Follow Esquire on Twitter at [@Esquiremag](https://twitter.com/Esquiremag).

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## **Reno Chef Mark Estee Wins Guy's Grocery Games and Donates Thousands of Dollars to Local Nonprofits**

RENO, Nev. (June 23, 2014) - Continuing to bring notoriety to Reno and the local food culture, chef-owner and restaurateur, Mark Estee won Guy's Grocery Games on the Food Network, bringing home \$10,500 for three nonprofit organizations.

Estee will split winnings equally and distribute among the Northern Nevada Food Bank, the Green House Project and Urban Roots.

"I competed for Reno and am thrilled this platform provided an opportunity to support causes I believe in," Estee said. "I see these organizations working tirelessly in our community and can attest to the positive impact they have had."

The show titled "Marshmallow Madness" aired Sunday, June 22. Three rounds of challenges included a Red Light Special where chefs incorporated marshmallows into their hearty lunch, Guys Grocery List where chefs created a taco night, and a last round where the final two chefs created a family favorite out of One Ingredient Per Aisle. Estee's mouthwatering (and risky) lamb dish paired perfectly with his speedy shopping skills, making him a competition standout.

This is the second time in four years Estee has appeared on a Guy Fieri show, both of which aired on Food Network. Estee and Fieri first met when Estee's Burge Me! was featured on Diners Drive-In's and Dives. Later, Fieri ranked the Italian Stallion burger among the top 10 in the country.

### **About Mark Estee:**

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Estee is the current chef/owner of Campo Reno, Campo Mammoth, chez louie, Heritage, Glenbrook Club and two Burger Me! restaurants. His recent awards include Reno Gazette Journal's Entrepreneur of the Year (large business) and Community Spirit on behalf of the Reno Chamber. Estee has also been recognized as a James Beard Semifinalist for Best Chef: West, 2013.

Estee's reputation for **supporting local farmers and food suppliers** is ingrained into each restaurant concept and used as an example within the slow food movement. He is often heard asking, "**Do you know where your food comes from?**" He is a staple among the food community and his business practices are recognized as progressive, thoughtful and direct.

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## Kids & Chefs Cook for Success Inaugural Program Kicks-Off

*Grace Keating, Healthy Lunchtime Challenge Winner for Nevada, Pairs Up with Top Chef Mark Estee to Conduct Free Cooking Demonstrations this fall*

RENO, Nev. (October 29, 2014) – Following on the success of the third annual Healthy Lunchtime Challenge & Kids' "State Dinner," a nationwide recipe contest to promote healthy lunches as part of the First Lady's Let's Move! initiative, a new program kicks off this fall, pairing the 2014 winners with renowned local chefs. The chef chosen for the state of Nevada is Mark Estee, the kid chef winner is Grace Keating.

Kids & Chefs Cook for Success brings together the skills and talents of restaurant, school, and local chefs, with the 54 passionate and inspiring kid chefs that won this year's contest. Starting in November, there will be three cooking demonstrations throughout the Reno area for kids and parents/guardians, showcasing the child's winning recipe, as well as simple, healthy, and affordable snack and meal recipes from Chef Mark Estee (These recipes will adhere to USDA's MyPlate guidelines).

The first class will be held at Sun Valley Elementary School on Nov. 5, 2014 from 2:30 p.m. – 5:30 p.m. and in addition to the cooking demonstration, Chef Estee and Miss Keating will visit with and educate fellow students on healthy eating, culinary arts and easy ways to source local produce. Stay tuned for future events, which will include a local farm tour and an additional cooking demonstration at Chef Estee's newest establishment, Reno Provisions.

As part of Let's Move!'s emphasis on the role cooking plays in a healthy lifestyle, the goal for these demonstrations is to inspire and encourage other kids and parents in our community to incorporate more cooking into their lives and build basic healthy cooking skills. We hope you can attend one of these demonstrations. Look for more information via social media, using the hashtag #Cook4Success, or #EpicuriousKids.

The full list of the 2014 Healthy Lunchtime Challenge winners and a free downloadable and printable e-cookbook of the winning recipes is available at [letsmove.gov](http://letsmove.gov); [recipechallenge.epicurious.com](http://recipechallenge.epicurious.com); [usda.gov](http://usda.gov); [ed.gov](http://ed.gov).

### About Mark Estee:

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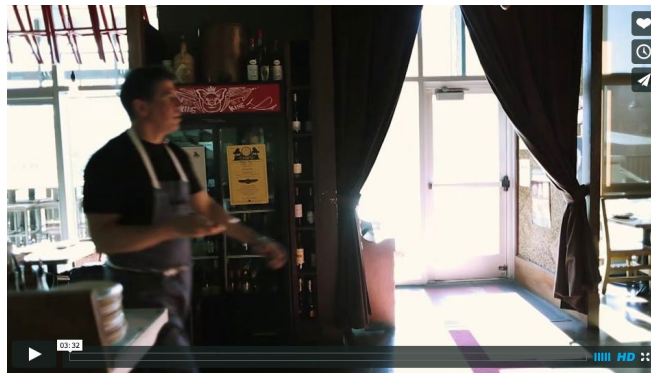
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## Videos

Chef Mark Estee talks about his road to success – from cooking with his dad to starring on the high school football team to attending culinary school and changing the face of Reno’s food culture. His motivations inspire, his business practices are progressive and integrated. Learn more about this award-winning Chef and his path to success here:

<https://vimeo.com/87893851>



Ever wonder where your food comes from? Chef and Restaurateur, Mark Estee thoughtfully approaches the farm to table theme in each of his seven restaurants by working directly with northern Nevada and northern California ranchers and farmers. The result? Fresh, local and seasonal ingredients in all of his masterfully crafted menu items. Learn more about why this practice and the relationships that have evolved from it are important to him:

<http://vimeo.com/jamiekingham/review/89733012/6c7b8fd83b>



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