



Worth the Drive: Kickin' Cancer's Ash at John Ash & Company

Posted on April 16, 2015 by Sarah Stierch



Half the proceeds from each Cosmo for the Cure goes towards the Leukemia & Lymphoma Society from now until June 20 (Photo: John Ash & Co)

The landmark Santa Rosa restaurant, John Ash & Co., is on a mission from now until June 20: a mission to raise \$100,000 for the Leukemia & Lymphoma Society (LLS). The restaurant, founded in 1980 by world-renowned chef John Ash, is credited with developing "wine country cuisine," which emphasizes using local, seasonal ingredients. Carefully crafted dishes are complemented by regionally crafted wines.

Executive Chef Tom Schmidt is nominated for the 2015 LLS Man of the Year award, as part of the annual LLS Man and Woman of the Year fundraising campaign. Chef Schmidt, along with candidates across the country, have individual goals of raising \$100,000 for the non-profit, which supports blood cancer research, patient services, and advocacy.

The loss of Chef Schmidt's older sister, Sue, of cancer 50 years ago fuels his passion for raising funds for LLS. According to Schmidt, his fundraising campaign, cleverly named Kick'n Cancer's Ash, has three primary goals: to fundraise, advocate, and unite. "My team and I are asking people to join us in this effort because we cannot do it alone, and we want to make it fun for people to participate!" This fundraiser is different than many wine country charity efforts – Chef Schmidt has made it easy for diners (and drinkers!) of all financial backgrounds to contribute to his noble efforts – from the simple purchase of a cocktail to a formal gala & auction.

The restaurant, in partnership with Vintners Inn, the hotel where John Ash & Co. is located, is offering three opportunities for diners to support Chef Schmidt's fundraising goal. The restaurant's classy and cozy bar, The Front Room, is serving the Cosmo for a Cure, a classic Cosmopolitan cocktail made with Ketel One Vodka. Half the proceeds from each cocktail go towards LLS.

Whether you're enjoying a Cosmo in the lounge (and don't forget their famous avocado fries!) or a romantic wine country dinner overlooking the vineyards, you can make a \$10 donation towards LLS and be entered to win a most epic prize: a four-course dinner for two with wine pairings and an overnight stay at Vintners Inn complete with breakfast. Finally, a Gala & Auction will take place at Vintners Inn on May 3 with a wine reception, hors d'oeuvres, a three-course gourmet dinner, and auctions. The event is \$150/ticket.

It's worth the drive to John Ash & Co. from now until June 20, to help support Chef Schmidt in his fundraising efforts, enjoy some amazing wine country cuisine and cocktails, and help kick cancer's ash. 527-7687, 4330 Barnes Rd., Santa Rosa. vintnersinn.com

<http://sonomasun.com/2015/04/16/worth-the-drive-kickin-cancers-ash-at-john-ash-company/>