



## **Terra American Bistro.**

Neighborhood restaurant  
maximizes efficiencies  
with RATIONAL.



# Award-winning organic cuisine.

“It’s perfect for smaller operations and also keeps the footprint smaller.”

Jeff Rossman, Chef/Owner,  
Terra American Bistro



“Our ambition is to be that great neighborhood gem,” said Jeff Rossman, chef/owner of Terra American Bistro in San Diego, California. Terra opened in 1998, moved to a new location in 2011, and in that time has accumulated a loyal following as well as numerous accolades and honors including 2016 Chef of the Year (San Diego Restaurant Association) and Best New Restaurant.

Rossman’s modern American comfort food emphasizes local, sustainable and organic ingredients, and the rotating menu features local fresh fish, bread and farm produce. Favorites include braised short ribs, pot roast, pork chops with chimichurri, the beef burger with caramelized onions and gorgonzola, and banana bread pudding with Jim Beam butterscotch. Rossman and Terra also provide catered cuisine for private parties, banquets and events.

While many small, independent restaurants may think that a RATIONAL combi oven is beyond their reach, Rossman and Terra are proof that the right equipment can streamline operations, save on labor and reduce costs. He made the decision to install a SelfCookingCenter® 61 and 62 – the ‘Buck Stack,’ named for the RATIONAL corporate chef who popularized this flexible configuration. Since then, Terra’s kitchen has reached new heights when it comes to consistency of finished product, efficiency, and ease of use.

“RATIONAL combi ovens make life easier,” Rossman said. “I can’t even remember the last time I used a convection oven.”



**Industry:**  
Full-service restaurant

**Core business:**  
Casual dining

**Location:**  
San Diego, CA



# Consistent, flexible, easy to use.



As chef/owner of the award-winning neighborhood restaurant Terra American Bistro, Rossman knows that time and space are valuable commodities. With just five employees in the kitchen, everyone and everything is under pressure to perform.

“The amount of work and labor that you save using a RATIONAL is difficult to understand unless you are a chef/owner,” Rossman said. “The product consistency, the ease of use, the many functions ... it’s perfect for smaller operations and also keeps the footprint smaller.”

Just over half of Terra’s menu items are prepared in the RATIONAL. “We use the intelligent cooking processes for everything: overnight short ribs, cakes, bacon, crème brûlée,” Rossman said. “Sometimes we even create our own programs.” His RATIONAL sales manager is available to help if needed.

Chicken is prepared with the RATIONAL chicken Superspike, and he uses the RATIONAL for catering to quickly and easily re-therm food before serving.

When COVID-19 struck in March 2020, Terra pivoted to take-out and curbside pick-up. Relying on the RATIONAL, Rossman and one employee were able to meet customer demand and keep their regular guests happy and well fed.

## The challenge:

- > Optimizing consistency, flexibility and cooking speed in a small kitchen.

## The solution:

- > 1 x SelfCookingCenter® 61
- > 1 x SelfCookingCenter® 62

## Customer benefit:

- > iCookingControl provides consistently outstanding results with no monitoring.
- > HiDensityControl adapts the energy level precisely to the food requirements and evenly distributes heat throughout the cooking cabinet.
- > Efficient CareControl automatically cleans and descales.
- > Easy to operate, even for untrained staff.



Customer favorites prepared for pick-up and delivery.



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