

The Peninsula Foodist newsletter focuses on the diverse, dynamic and undercovered food scene in the suburbs between San Francisco and San Jose. The publication provides a comprehensive focus on a region that's often overlooked for cities like San Francisco, Oakland and San Jose, with the goal of being the go-to food news source for people who live or work in the region. We want people to see the newsletter as a source for reading an in-depth interview with a favorite chef, finding out why their favorite coffee shop closed (and what's taking its place) and tracking down new places to try. The bimonthly publication delivers the latest food news and features published on the Peninsula Foodist blog and on its sister publication The Six Fifty's website, but it's also a vessel for thoughtful personal writing and a curated rundown of relevant updates from eateries, industry reps and other sources.

The introduction from the writer (who's also known themselves as the Foodist) in each newsletter often touches on that edition's feature pieces by weaving in personal stories and anecdotes about their own experiences and memories around food, such as Kate Bradshaw's story of how hot cocoa was a treat she relished growing up Mormon, since she was barred from drinking coffee. It's also served as a platform for elevating significant and timely issues in the food industry, as writer Anthony Shu in one newsletter called attention to a lack of stories about food insecurity with the headline "Food media isn't paying enough attention to the most important issues." Our purpose with the intro – and the newsletter as a whole – is to present a friendly, engaging and personable voice behind food coverage on the Peninsula, but also one that won't shy away from important issues like farmworker housing and food insecurity.

Beyond the introduction and the stories themselves – a range of features and blog pieces we've published in the prior two weeks – the newsletter includes three additional sections. "Edible intel" is a curated roundup of the latest food news that includes links to events, social media updates from eateries and other tidbits of relevant local info. In "What I'm eating," the food writer (or guest contributor) briefly delves into a dish they cooked or ate out recently, writing in an inviting way to give the reader a sense of what the experience was like. And "Dig into the Foodist archives" links back to a previously published food story for readers who may have missed it the first time around.

We utilize the personable tone of the newsletter to invite readers to send us tips, suggestions or feedback on coverage, sometimes including specific callouts asking for reader contributions. We've used reader suggestions in a variety of stories (such as roundups recommending NFL playoff or World Cup watch spots) and invited readers to meetups at local restaurants. These gatherings have proven a popular way to bring like-minded locals together, with dozens of readers chatting and connecting over their shared Peninsula Foodist readership and passion for food.