

Wait! There is more to the story! When you scraped the surface of the “The Mystery of Monterey Jack” (San Francisco Chronicle, Monterey travel supplement, March 3), you missed one of the most important stories of all. In Pacifica, we say, “If you don’t know Pacifica, you don’t know Jack.” Why do we say this? In the 1938 page-turner “Eating Around San Francisco” by Ruth Thompson and Chef Louis Hanges, we learned from their research how the Mori family, originally from Italy, brought their own recipe for a delicious semi-soft cheese to what is now Pacifica, and served it up at their Pacifica ranch/restaurant. The recipe was a Mori family secret, but they gave it to their trusted friend and employee Baldocchi, who stole it and then went to work for the David Jack Ranch in Monterey. You do the math! For more than 80 years, Pacificans have told this story around their campfires. Pacifica Historical Society (PHS) found the original “Pacifica Jack” recipe, and on April 6, PHS will hold its fourth annual Pacifica Jack Cheese Contest. We’ve sold almost two tons of our extremely popular and delicious Pacifica Jack Cheese. That’s a lotta cheese! Please come and be our guest, or even better, come earlier and be a contest judge. The event opens to the public at 4:30 p.m.

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