

ASBPE
American Society
of Business
Publications Editors
2005
Magazine
of the Year

DECEMBER 2005

RI &

RESTAURANTS & INSTITUTIONS



TRENDS Big Mac wraps up consumer nutrition info. p. 13



TACTICS Planning staff schedules during holidays. p. 18



INSIGHTS The kitchen crew dishes on must-have tools. p. 51

faves

chefs share their can't-miss recipes

Reed Business Information / www.foodservice411.com

A Portfolio of Chefs
Worth Watching in 2006

Value-Added: Calculating
Kitchen Compensation

kitchen consequential

Chefs to watch in 2006 as they help chart the changing landscape of foodservice.

By The Editors of *R&I*

CHARLIE AYERS

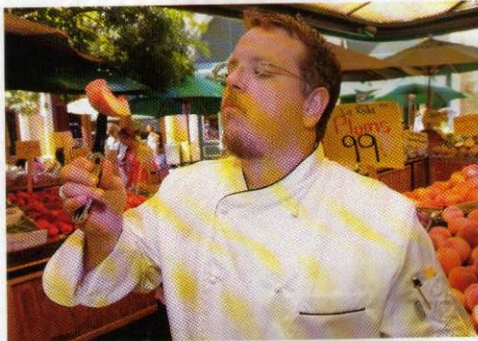
Chef-founder, Calafia, Redwood City, Calif.

Several hundred people have applied to fill the job he left in May—executive chef for Google Inc. in Mountain View, Calif.—but Charlie Ayers isn't looking back. Instead he is busy planning next year's opening (in Palo Alto, Calif.) of the first of at least three Calafia fast-casual restaurants in the Bay Area.

Having spent six years at Google after working as personal chef for clients that included legendary rock group the Grateful Dead, Ayers says he's looking forward to having complete control over concept and menu. "Everywhere else in the world, you can eat quickly and have it be relatively healthful. We don't do that here and I want to change that," he says.

Though he dislikes the term "fusion," he allows that it describes what he hopes to do. "There are so many cultures and cuisines that share the same root ingredients; you can cross-utilize ingredients and do Asian-Latin or pan-Pacific and still do fast, easy prep," Ayers says.

Foods will be organically grown and purchased from sustainable-agriculture supporters whenever possible. He expects



checks to average no more than \$10 for lunch, \$20 for dinner. And, in a nod to the digital world of his previous employer, guests will be able to order online ahead of their arrival. "When guests log on again, it will remember what they ordered the last time and be able to make recommendations. Like ordering a book at Amazon," he says.

Former Google colleagues provided enough startup capital to fund three Calafia locations before he'd even finished his business plan, he says. He's also working on additional deals that could result in creation of a high-end Japanese restaurant, a deli and possibly a stand-alone version of Charlie's Place, the corporate-dining facility he created at Google.

MARIO BATALI

Chef/restaurateur/multimedia celebrity, New York City



Worth watching because he always has something new cooking, the 2005 Ivy Award winner (for Babbo), just opened his eighth New York City restaurant, 18,000-square-foot Del Posto. His next stop is the other coast and the much-discussed opening of his Los Angeles joint venture with baker-extraordinaire Nancy Silverton. The operation will combine three concepts in one: Trattoria del'Latte (main room with mozzarella bar), Enoteca del'Latte (wine and antipasti bar) and Pizzeria del'Latte (wood-oven pizza).

And how to top that? By feeding the need for speed. Batali, who waved the starting flag for this year's Pennsylvania 500 at Pocono Raceway, reportedly is negotiating to create an official NASCAR cookbook for 2006.

> 36

< 38

KENT RATHBUN

Chef-owner, Abacus, Dallas; and Jasper's in Plano and The Woodlands, Texas



KEVIN RATHBUN

Chef-owner, Rathbun's and Krog Bar, Atlanta



Kent and Kevin Rathbun share a father who was a Kansas City jazz musician and a mean barbecue cook. They also share a love of food that is evident in their restaurants.

"I've always believed that variety is the spice of life and that dining is about sharing with friends and not about feeding," says Kevin, who opened Rathbun's in 2004 after five years as corporate executive chef for multiconcept operator Buckhead Life Restaurant Group. The menu ranges from inexpensive small-plate dishes such as Georgia shrimp with okra, tomatoes and garlic to big plates and "second-mortgage plates" (such as a \$34.95 14-ounce veal chop with a fondue of sweet corn and Gouda) to appeal to a broad range of appetites and pocket-books. Krog Bar, opened next door earlier this year, is a kitchenless wine bar that serves Italian antipasti, inspired by a visit to Mario Batali's Bar Jamon in New York City, and Spanish tapas.

Kent—a veteran of Mr. B's Bistro in New Orleans, The Mansion on Turtle Creek in Dallas and other top restaurants—opened global-cuisine Abacus in 1997 and Jasper's in 2001. A second Jasper's opened last month. Abacus' menu focuses on Asian-influenced small plates while Jasper's "gourmet backyard cuisine" is heavy on wood-roasted and grilled meats, but the concepts aren't really dissimilar, he says. The barbecued pork tenderloin with bourbon-creamed corn and twice-baked potato that is Jasper's top seller traveled over from Abacus. Both concepts are about "serving food that people can identify with and still see the skill in preparing it," Kent says.

"Kevin and I love to talk about food, but there isn't a competitive bone in our bodies. We just want everyone to be well fed," Kent says.

FABIO TRABOCCHI

Executive chef, Maestro, The Ritz-Carlton Tysons Corner, McLean, Va.



A finalist for The James Beard Foundation's Rising Chef of the Year award in 2003 and 2004, Fabio Trabocchi and Maestro demonstrate that high-end Italian cuisine can be both Old and New World, classical and inventive.

Guests can choose from items on two distinct menus. La Tradizione is "conservative, traditional, with items customers can recognize or that are more immediate to everyone's knowledge of Italian food," says Trabocchi. The L'Evoluzione menu is "more intricate, more personal, more modern Italian cuisine. We try to take something classical and regional and reinterpret it with modern ingredients, cooking skills and presentations." A recent example is gnocchi filled with Venetian whipped salted cod and baccala-milk sauce with oregano and skate. An *I Colori Dell'Orto* (colors of the garden) vegetarian menu is available nightly, as are three-, five- and seven-course tasting menus.

All menus use organic produce and locally sourced ingredients when possible. "We have a list of about 100 suppliers for Maestro, each of them for one product in particular," Trabocchi says. Finding and working with the right vendors "is research and it is consuming, but it pays off."

While "Maestro is a special-occasion restaurant, we never want it to be stiff," says Trabocchi. "Every day we ask if we could have done a little more."

The term "multiskilled" barely describes Michelle Bernstein's jam-packed career. At age 35, her résumé reads like an industry wish list: cooking on national television, launching an international eatery, teaming with a top-tier restaurateur and developing a dream concept close to her Miami home.



"When I look back on my career, I just want to be able to say I'm proud of the dishes I made and that I put my heart into all of them," says the energetic chef, who's been on a fast-rising trajectory since leaving her name-making gig at Azul at the Mandarin Oriental Miami earlier this year.

Bernstein's latest projects—two Social restaurant-lounges with entrepreneur Jeffrey Chodorow and his China Grill Management, and Michy's, her

MICHELLE BERNSTEIN

Chef-owner, Michy's, Miami; chef-consultant, Social, Miami and Los Angeles; executive chef, MB, Cancun, Mexico

namesake Miami restaurant—represent the chef's greatest milestones to date: the "chance of a lifetime" to learn from one of the industry's best business minds, and the freedom to answer only to herself.

Casual, 60-seat Michy's, slated to open this month, focuses on simple flavors and indigenous ingredients shaped by her classical training and global travels. Latin-American, Caribbean and Indian influences accent offerings. For Social, she's creating Moroccan and traditional American recipes for the Los Angeles location and global small plates in Miami.

The significance of being the first female chef-partner with China Grill—joining the likes of Claude Troisgros and Alain Ducasse—is not lost on Bernstein. "I never thought of myself as a woman chef; I always wanted to be a great chef, period. But it does feel like I'm opening doors for women in our culinary future," she says.