

# RESTAURANTS & INSTITUTIONS

**SIGHTS** How  
blend upselling and  
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**TRENDS** University  
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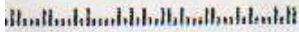
**IDEAS** Foodservice  
finds profitable interfaces  
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## a cut above

creatively satisfying  
diners' beef cravings

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How the Best Do It

A Hospital's New Dining Facility  
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## Ivy Idea

University of Missouri-Columbia's Ivy '05 Ivy celebration didn't end after the May awards in Chicago. "We had a wonderful [in-house] ceremony with our full-time staff," says Jelaine Kiehn, director of dining services. "We had each staff person walk



through an Ivy-covered archway as her/his name was read by her/his manager," says Kiehn, who presented employees with personalized Ivy certificates. Each person also received a "key to success" pin from the university's vice chancellor.



## New on the Bookshelf

THE AUTUMN CATALOG OF NEW COOKBOOKS includes a number of titles that will grab the interest and attention of curious chefs. None is more intriguing or anticipated, though, than the U.S. release of "El Bulli 1998-2002," Spanish chef Ferran Adrià's self-published cookbook. At a cover price of \$350 (though it can be found for considerably less on the Web), it costs as much as a four-star meal but Adrià acolytes

won't give a second thought to the purchase. Packaged with a CD-ROM, the lushly photographed recipe book provides plenty of clues to the maverick's culinary genius.

Enthusiasts of Louisiana cooking can take a rewarding trek through "The Encyclopedia of Cajun & Creole Cuisine" by John D. Folse, another just-released self-published opus. Its more than 800 pages and 700 recipes chronicle the many elements that contribute to the region's highly nuanced and deeply beloved culinary traditions.

Also playing to the great affection for Creole is "Arnaud's Restaurant Cookbook" by Kit Wohl (Pelican Books), a lavish tribute to the legendary New Orleans dining spot. Like the restaurant itself, the recipes—for such standards as turtle soup, oysters Rockefeller and bread pudding—are classic but presented with perfect pitch.

A completely different set of influences is showcased in "Roy's Fish & Seafood: Recipes from the Pacific Rim" by Roy Yamaguchi (Ten Speed Press). This book is all about the oceans, with 100 recipes inspired by Hawaii. And while not every chef will have access to moi, morchong or uku, descriptions and suggested substitutions pave the way for inspired improvisation.

## Table Turns

**Michael Roussel**, executive chef at Brennan's in New Orleans from 1975 until earlier this year, died July 8. He was 67. Roussel began his career at the restaurant as a busboy in 1956. **Lazone Randolph** took over as executive chef when illness forced Roussel to step down. ... **Eddie Garritano-Ames** was named president of the Morton's, The Steakhouse division of Morton's Restaurant Group, New Hyde Park, N.Y. She had been a regional vice president with California Pizza Kitchen. ... **Jose Garces** opens his first restaurant, Amada, in Philadelphia this month. He had been executive chef at Stepher Starr's Alma de Casa in Philadelphia and earlier apprenticed with chef-restaurateur Doug as Rodriguez at Chicana and Pipa, both New York City. ...



**Kevin Rathbun**, chef-owner of Atlanta's Rathbun's, this month plans to open King Bar, a Mediterranean small-plates concept, in the city.

**Kirk Parks** and **Cliff Bramble** are partners in the

venture. ... **Todd Townsend** joined Sonic Corp., Oklahoma City, as chief marketing officer. Most recently he had been at Yahoo! in Sunnyvale, Calif. ... **Greg Brainin** directs the kitchen at Jean-Georges Vongerichten's new Perry St. restaurant in New York City. Brainin earlier was executive chef at Jean Georges restaurant. ...

**Francis Collymore**, formerly of Virgil's Real Barbecue in New York City, was named executive chef of Big Bubba's BBQ at Mohegan Sun Casino & Resort, Uncasville, Conn. ... **Don Breen** was named chief financial offi-

cer of San Francisco-based Jamba Juice. Previously he was with Fresh Enterprises, Inc., parent of Baja Fresh Mexican Grill. ... Chef-owner **Anthony Lamas**' Jicama Grill in Louisville, Ky., has reopened as Seviche: A Latin Restaurant. ... **Doron Wong** is the new executive chef at East by Northeast,



Montauk, N.Y. He has worked at Ginger & Spice in Ramsey, N.J., and Smith & Wollensky Restaurant Group, New York City. ... **Gilbert Langlois**, formerly of Chicago's Rushmore and

Tank Sushi, now is chef de cuisine at Sushisamba Rio, Chicago. ... **Michael Kanter** joined 552 Restaurant, Newtown, Pa., as executive chef. He previously was at Dillworthtown Inn in West Chester, Pa. ... **Beverly Jelinek** joined Firehouse Subs, Jacksonville, Fla., as director of marketing. Previously she handled marketing for a multi-unit Burger King franchisee.

