

IFSEA INFUSION



International
FOOD SERVICE
EXECUTIVES
Association




Details on page 10

"We enhance the careers of our members through professional and personal growth"

February 2011

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Lunch with Lorri

Lorri Davidson, CFM, CFSP
Chairwoman of the Board

February brings us Valentines ('hopefully' as Charlie Brown would say) and thoughts of romantic dining. I thought I would take this opportunity to let you know dining trends that we have been seeing in

Las Vegas. In the recent past Las Vegas has seen the closing a few of our most exclusive fine dining restaurants. Five-Diamond Alex (Chef Alex Stratta) at the Wynn Las Vegas closed this week without warning. No real reason given, but the Las Vegas economy is always a factor. Last year Charlie Trotter closed his Restaurant Charlie in the Palazzo. While there are many top chefs still working in Las Vegas; we are seeing a trend toward more "casual" fine-dining. By "casual" fine-dining we mean fewer three-course tasting menus (or seven courses or more!) that take an hour and a half to experience. More comfort food offered on a higher dining level (think macaroni and cheese with lobster). Approximately 5 percent of the people visiting Las Vegas want a fine dining experience rather than the 10 percent five years ago.

Hubert Keller has transformed his Fleur de Lys restaurant at Mandalay Bay to a small-plates restaurant called Fleur. He added a patio area outside the main restaurant a year ago for "some fun, cool bar food". It had a great response. It's a more casual style menu with terrific presentation from Chef Keller. His barbecued ribs come to the table under a glass dome, with the dome filled with smoke. In addition to the small plates he offers a tasting menu. Changes were

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WISELY SPOKEN

Today is the oldest you've ever been, yet the youngest you'll ever be,
so enjoy this day while it lasts.

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Lunch with Lorri

Lorri Davidson, CFM, CFSP
Chairwoman of the Board

also made to Wolfgang Puck's
Postrio at the Grand Canal
Shoppes at the Venetian. Chef

added a more casual dining menu to blend with the existing fine-dining elements. The other new "influence" we have seen is the way social networking has changed our dining dynamics. People are tweeting from the table or Face booking restaurant information to their friends. So if they are happy with the restaurant, the information is out there immediately for their friends to utilize. Plenty of fine-dining is still available in every strip property, the options are yours. So tweet your Super Bowl crew and enjoy some great eats at Emeril Lagasse's Stadium Sports Bar in Las Vegas (typical check \$30). Valentines can find a great romantic restaurant that will leave the bank account in shape for some flowers and chocolates! Enjoy!

Follow IFSEA Military Travelers
at

www.IFSEAConference.com/militaryblog

? Did ? You ? Know ?

Oysters



Oysters are mollusks that grow mainly in the ocean. There are more than fifty species of oysters, some of which are edible. Their rather rectangle shells are made of calcium. The shells protect their soft bodies. Here are 10 interesting facts about oysters you probably don't know!

Oysters Are Tastier During Months That Contain "R". Long ago, people were advised never to eat oysters during months of the year that didn't contain the letter "r". For one reason, the lack of proper refrigeration methods didn't keep oysters well in the warmer weather months- May through August.

Also, the meat of the oyster tends to become thicker when the water temperatures cool down in the fall of the year. But, oysters can be, and are, enjoyed twelve months of the year.

An interesting fact about oysters is that nearly two billion pounds of these mollusks are eaten every year, and Americans eat their fair share. Americans eat about fifty million pounds of these popular mollusks a year.

Ancient Greeks used to serve oysters as an incentive to drink. Romans imported them from England, placed them in salt water pools, and fattened them up by feeding them wine and pastries. Many cultures consider oysters an aphrodisiac.

Native Americans on both coasts of North America considered oysters a staple foodstuff. Great piles of oyster shells in many different areas of the shoreline are evidence of the early voracious appetite for these mollusks.

Early Colonial settlers would eat oysters by the gross (144), rather than by the dozen, with per capita consumption at 10 bushels per year.

Abraham Lincoln used to throw parties at his home in Illinois where nothing but oysters was served.

The "Oyster Line" brought oysters westward via stagecoach to settlers with unwavering penchants who ventured into the wild frontier in search of new land. Hangtown Fry, a then-expensive dish of oysters and eggs, was created in 1849 at Cary House during the Gold Rush Days.

Nowadays, in Europe, a dozen (12) is considered a standard serving size for a course, whereas in the US, a half-dozen (6) is the norm. Americans alone consume over 100 million pounds of oysters per year.

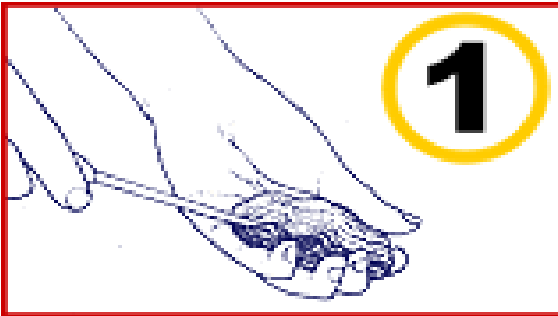
Oysters Are Healthy for You! Oysters contain a whole raft of Vitamins, including C, D, B1, B1, B2 and B3. In terms of valuable minerals, if you eat just four medium-size oysters every day, you'll get the recommended daily allowances of calcium, copper, iodine, iron, magnesium, manganese, phosphorus and zinc. Isn't that an interesting fact?

Oysters can filter up to five liters of water each hour. What's most interesting about this is, that the color of an oysters' meat depends on what they eat. Usually, the meat is light beige, light gray or off white.



AW SHUCKS (How to Shuck Oysters)

Oyster shucking would seem to be a talent best suited for hearty water men, however, it is actually more finesse than brawn. Before you jump into shucking your oysters make sure you have a shucking knife, found in most grocery stores or seafood markets and we recommend shucking gloves. Some condiments for oysters are cocktail sauce, horseradish sauce, hot sauce and Old Bay seasoning. Try topping your oyster with all of these or just one or two at a time and see which combination you like best. Also a delicious appetizer can be made by topping off a saltine cracker with oyster, then add your hot sauce, a dab of horseradish and a slice of halapeno pepper. Adjust accordingly for desired spiciness.



Hold the oyster firmly in one hand, knife in the other. Slip the knife blade between the top and bottom shell right by the hinge on back. The person in this picture is holding the oyster with bare hands - **THIS IS NOT RECOMMENDED!** Drape a towel over your open palm and hold the oyster that way - the shell ridges are sharp!



Run the knife all the way around the oyster until you get to the other side. This sounds easy until you're actually doing it! Some oysters just don't take kindly to people sticking knives in their shell. Be brave and put some muscle into it, but be careful - this is where you'll cut or stab yourself.



Using a twisting motion, pry the top and bottom shells apart. Be gentle but firm so you don't lose any of the liquor inside.



Cut the oyster free from the shell. It'll be connected by a tough knob on the underside; slide your knife under and sever it. You can either go to the trouble of setting down your blade and using a little fork to pick the oyster or, you can do like the natives do and just scoop him with your knife and pop him in your mouth. Drink the liquor out of the shell.

(Thanks to John Breslin of the Michigan Branch for the topic suggestion.)

Recipe Box

OYSTERS ROCKEFELLER

Servings: 12



- 2 slices bacon
- 24 unopened, fresh, live medium oysters
- 1 1/2 cups cooked spinach
- 1/3 cup bread crumbs
- 1/4 cup chopped green onions
- 1 tablespoon chopped fresh parsley
- 1/2 teaspoon salt
- 1 dash hot pepper sauce
- 3 tablespoons extra virgin olive oil
- 1 teaspoon anise flavored liqueur
- 4 cups kosher salt

Preheat oven to 450 degrees F (220 degrees C). Place bacon in a large, deep skillet. Cook over medium high heat until evenly brown. Drain, crumble and set aside. Clean oysters and place in a large stockpot. Pour in enough water to cover oysters; bring the water and oysters to a boil. Remove from heat and drain and cool oysters. When cooled break the top shell off of each oyster. Using a food processor, chop the bacon, spinach, bread crumbs, green onions, and parsley. Add the salt, hot sauce, olive oil and anise-flavored liqueur and process until finely chopped but not pureed, about 10 seconds. Arrange the oysters in their half shells on a pan with kosher salt. Spoon some of the spinach mixture on each oyster. Bake 10 minutes until cooked through, then change the oven's setting to broil and broil until browned on top. Serve hot.

BAYOU CORSTINI

Servings: 6



- 1 whole grain baguette
- 2 tablespoons olive oil
- 3/4 pound Brie cheese
- 24 oysters - shucked, rinsed and drained
- 1/4 cup butter, melted
- salt and pepper to taste
- 1 red bell pepper, cut into thin strips

Preheat oven to 350 degrees F (175 degrees C). Slice the baguette into 24 rounds. Brush bread rounds lightly with olive oil. Place bread rounds on a baking sheet.

Toast the bread rounds in the preheated oven just until crisp, 5 to 8 minutes. Meanwhile, slice Brie cheese into 24 equal pieces. Remove toasted bread from oven; top each round with a slice of Brie cheese. Return the crostini to the oven to melt the cheese, about 5 minutes.

Preheat the oven's broiler and set the oven rack about 6 inches from the heat source. In an ovenproof casserole, stir together the oysters, butter, any remaining olive oil, salt, and pepper.

Broil in the preheated oven until the oysters begin to curl at the edges, about 5 minutes. Remove the oysters; place one oyster on top of each crostini. Top the crostini with red pepper strips; serve warm.

IN THE NEWS

RESTAURANT BARS BECOME DINING DESTINATIONS

More diners are eating at the bar, a shift restaurants encourage for a more intimate relationship between the patron and the brand. It is also an efficient way to serve more customers. Tampa architect Richard Zingale says restaurant clients began asking for bigger bar space and more tables and booths in bar areas about three years ago, building on a trend that started in New York and Los Angeles. The Tampa Tribune (Fla.)

WINE LOVERS STICK WITH LOWER-PRICE VINTAGES

Wine enthusiasts are buying more bottles as the economy improves, but those who discovered lower-price options they liked during the recession aren't shifting back to more expensive vintages. Sales of wines for \$9 to \$12 rose the most at retail stores last year. Restaurants cut their prices on some wines and are selling more by the glass. The Wall Street Journal

KIMCHI MAKES ITS WAY ONTO MORE THAN KOREAN MENUS

Chefs are finding new ways to use kimchi, the pungent pickled condiment that's a must on any Korean menu. The basic recipe starts with a salted, fermented vegetable such as napa cabbage or cucumber to add crunch, then chefs add fire with a mix of seasonings including garlic, ginger, chili flakes and sometimes seafood. "It's salty, sour, cooling. There's the feeling of freshness and that crunch. This is the Korean dill pickle," said chef David Chrystian of Victor in Toronto, Canada. The Toronto Star

ROOT VEGETABLES SHINE IN DESSERTS

Chefs in Chicago are making desserts with root vegetables, including sweet potato spice cake bread pudding from Cindy Schuman and chocolate cake with roasted beets from Michael Taus. "I think it's possible to bring them out in a new light by using different techniques," says Dan Tucker of SushiSamba rio. Chicago Sun-Times

HIGHER GROCERY PRICES ARE DRIVING RESTAURANT TRAFFIC

Grocery prices are rising faster than restaurant prices, prompting more people to eat out, according to NPD Group. Large restaurant chains can lock in long-term prices on food, but grocery stores are quicker to pass higher costs to customers.

NEW MICHELIN GUIDE DOCUMENTS RISE OF FEMALE CHEFS

The just-released U.K. version of Michelin Guide 2011 highlights the increasing influence of female chefs in the country's upscale restaurants. While still in the minority, women have made great strides in earning stars for their eateries and improving the fare. "Women are cooking in two and three-star restaurants. More and more women are coming into the industry and reaching the very top. You sometimes can really detect a lightness of touch with a female chef," said Derek Bulmer, who has edited the guide for 33 years. Telegraph (London)

COMMUNAL DINING DRAWS MIXED REVIEWS

As the trend of communal dining spreads to smaller markets across the country, restaurateurs find that guests either love the idea of eating at a big table full of people they don't know yet or hate the thought of dining next to strangers. Eateries benefit on the business end because bigger communal tables mean they can fit in more guests and cut waits during peak times.

CHEFS SHOW OFF HAY-SMOKING SKILLS

Using hay to smoke foods such as potatoes and some kinds of fish adds a sweet flavor, say chefs familiar with the practice. At Bibiana Osteria in Washington, D.C., chef Nick Stefanelli uses hay to smoke the russet potatoes in the restaurant's signature gnocchi. The Washington Post



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INTERESTING OYSTER TRIVIA

Although it is possible for food oysters to produce pearls, they should not be confused with actual pearl oysters, which are from a different family of bivalves. True oysters, which belong to the Ostreidae family, are found throughout the world's oceans, usually in shallow waters and in colonies called beds or reefs. Among the most popular and heavily harvested species are the Eastern American oyster (*Crassostrea virginica*), found in Atlantic waters from Canada to Argentina, and the Pacific oyster (*Crassostrea gigas*), found from Japan to Washington state and as far south as Australia.

Oyster shells are usually oval or pear-shaped, but will vary widely in form depending on what they attach to. They are generally whitish-gray in outer shell color, and their inside shell is usually a porcelain white. They have extremely strong adductor muscles to close their shells when threatened.

Oysters are good to eat all year long, but are in best condition and most tasty in the winter and early spring. No gutting or grilling is necessary to eat an oyster, the meat can be completely consumed. It is one of the few foods that can be eaten raw. This coast cuisine can be eaten on the half shell, fried, smoked, baked, and broiled and can be found in stew, soup, gumbo, dressing and seafood casseroles and on the menus of most local seafood restaurants.

How to Tell If An Oyster is Alive. Whether you dig them up, buy them at a local seafood store or order them through the mail, there's one sure way to tell if an oyster is alive. If its shell is open, you tap on it with your fingers, and it snaps shut, then it's alive.

From the Vine



Barolo

Barolo wine is produced from the Nebbiolo grape variety with the Lampia, Michet and Rosé clones authorized. The clusters are dark blue and greyish with the abundant wax that dresses the grapes. Compared to the annual growth cycle of other Piedmontese grape varieties, Nebbiolo is one of the first varieties to bud and last varieties to ripen with harvest taking place in mid to late October.

Barolos tend to be rich, deeply concentrated full bodied wines with pronounced tannins and acidity. The wines are almost always lightly colored varying from ruby to garnet in their youth to more brick and orange hues as they age. Like Pinot noir, Barolos are never opaque. Barolos have the potential for a wide range of complex and exotic aromas with tar and roses being common notes. Other aromas associated with Barolos include camphor, chocolate, dried fruit, damsons, eucalyptus, leather, licorice, mint, mulberries, plum, spice, strawberries, tobacco, white truffles as well as dried and fresh herbs. The tannins of the wine add texture and serve to balance Barolo's moderate to high alcohol levels (Minimum 13% but most often above 15% ABV).

A big, powerful tannic wine, Barolo needs to be matched with foods of similar weight. Paired with light dishes low in protein, such as steamed vegetables, a Barolo will overwhelm the food. Its tannins will react with the proteins on the tongue and sides of the mouth—accentuating the bitterness and drying the palate. In Piedmont, the wines are often paired with meat dishes, heavy pastas and rich risottos.—the tannins bind to the food proteins and come across as softer.

I.F.S.E.A. AWARDS

What you need to know to get ready for the conference

#1 - **Dignified Order of the Dinner Gong (DODG)**, the award is presented at the Annual Chairman's dinner.

Submit complete nominations at least 30 days prior to the Annual Conference (By March 1st 2011) to:

Richard Weil, DODG, CFE

Past President's Advisory Council

You may scan and email to:

richard@nicknwillyspizza.com

You may fax to 303-706-0330

You may mail to:

Richard Weil

Nick-N-Willy's Pizza

3691 S. Magnolia Way

Denver, CO 80237

Selection: The Past Chairman's Advisory Council (PCAC) meets in closed session during conference to review qualified applicants. Applicants will have served IFSEA in many capacities and successful candidates will have distinguished themselves at the highest degree of service to IFSEA and also the foodservice and hospitality industry.

#2 - **Peter Gust Economou Award**, the award is presented during the International Awards Luncheon
Submit complete nominations at least 30 days prior to the Annual Conference (By March 1st 2011) to:

Richard Weil, DODG, CFE

Past Chairman's Advisory Council

You may scan and email to:

richard@nicknwillyspizza.com

You may fax to 303-706-0330

You may mail to:

Richard Weil

Nick-N-Willy's Pizza

3691 S. Magnolia Way

Denver, CO 80237

Selection: The Past Chairman's Advisory Council (PCAC) meets in closed session during conference to

review qualified applicants. Applicants will have served IFSEA at the local and International level. Successful candidates will have demonstrated strong leadership and dedication to IFSEA and also the foodservice and hospitality industry.

#3 - **Food Service Industry Award of Excellence (AOE)**

Submit complete nominations to HQ by OCTOBER 1 OF EACH YEAR.

#4 - **Chairman of the Board's Award**

This award is given at the sole discretion of the Chairman of the Board, therefore there are no criteria for this award, although it would certainly involve work at the International level. The Chairman of the Board is not constrained to the number of awards given. This award is presented at the International Annual Conference Awards Luncheon.

#5 - **Distinguished Service Citation (DSC)**

Submit completed DSC applications to the registration desk at the conference.

Selection - Those Directors serving in the third year of their term, or completing a third year term, will be responsible for the selection and presentation of the awards during the Annual Conference. Directors shall not judge their own Branch members.

Up to three Distinguished Service Citations may be awarded to each Region. Those selected must be a member for three or more years and have contributed to IFSEA above and beyond the call of duty at the International level. An individual should not be given this award because they were a great Branch President and they attended an International Conference. However, if the Branch President also served in an International capacity or assisted in making an International program very successful, then a Branch President could be considered. *(continued on page 9)*

I.F.S.E.A. AWARDS

What you need to know to get ready for the conference

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#6 - Merit Award

Submit completed Merit Award applications to the registration desk at the conference.

Selection - Those Directors serving in the third year of their term, or completing a third year term, will be responsible for the selection and presentation of the awards during the Annual Conference. Directors shall not judge their own Branch members.

Awarded for contributions over and beyond the basic responsibility of a member at the local branch level.

A branch may submit up to three persons per year for this award. The criteria for points will be available during the judging process. Almost all candidates, if submitted properly, should be granted the award. We are a volunteer organization and this award is designed to recognize a local member, at the International level, for their contributions to IFSEA at the local level. A candidate must be a member of the organization in good standing.

#7 International Life Membership

Any member who is, or has been, active at the International level and has rendered outstanding, meritorious or exemplary services for the food service industry, and in particular on behalf of IFSEA may, upon recommendation of the local branch to which such member is affiliated, be honored with an International Life Membership. A two-thirds vote of the International Board is required. The recipient of this award shall have all the privileges of an Active member and will be exempt from the payment of any further International dues. **All nominations must be submitted in writing (typewritten or printed clearly) to HQ at least 30 days prior to the Annual Conference. (By March 1st 2011)**

Judging is done by members of the International Board at the Annual Conference.

NEWSLETTER AWARDS (PRINTED)

Branches will deliver their newsletter submissions, including completed monthly scoring sheets, to the registration desk at the conference.

The Awards Chair will pick up the books and deliver them to a meeting of a committee, selected by the Awards Chair, for review and award selection.

Awards are presented at the International Annual Conference Awards Luncheon.

NEWSLETTER AWARD (ELECTRONIC)

Criteria is the same as for the traditional mailed newsletter, except the minimum annual number of issues to be submitted is 4. (Use same score sheets as used for Printed newsletter)

Rationale: With electronic newsletters continuing to become utilized more often, the awards committee has added this award for several reasons:

1. To encourage the development of this medium.
2. Because it may be hard to compare an e-newsletter with a physical newsletter in terms of the quality of the look (the material can be judged equally).
3. It would increase the recognition for what is one of the most important activities a branch does, the notification of branch members by whatever means.
4. We would rather err on the side of too many awards than too few, and certainly we do not have too many awards that branches can vie for.

Submissions, including completed scoring sheets, should be E-mailed to the Awards Chairman, at least 10 days prior to the first day of the conference (By March 21st 2011). The branch Editor or President must E-mail ONE issue that was actually sent electronically to the branches membership.

A branch can apply for both Newsletter awards (Printed and Electronic), but can only win one of the awards each year - either electronic or printed newsletter, but not both in the same year.

2011 IFSEA Conference & Trade Show in Chicagoland

Go to
www.IFSEAConference.com
for

Registration, hotel information, schedules, "To Do" in Chicagoland and much more.



The Facts

Date: Thursday, March 31 – Sunday, April 3, 2011

Host City: Schaumburg, Illinois – Chicagoland!

Conference Location: Renaissance Schaumburg Hotel & Convention Center
1551 N. Thoreau Drive
Schaumburg, IL 60173

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the correct Group Code.

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Trade Show Exhibitor: FOOFOAB

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