

RESTAURATEUR

Official Publication of the Western New York Chapter of the New York State Restaurant Association

SERVING • ALLEGANY, CATTARAUGUS, CHAUTAUQUA, ERIE, GENESEE, NIAGARA, ORLEANS AND WYOMING COUNTIES

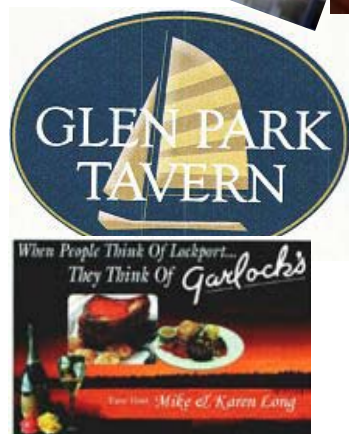
Volume 11 - Number 8

October 2011

WESTERN NEW YORK
Local Restaurant Week
SEPT. 26 - OCT. 2
A Bit of WNY Culture in Every Bite
\$21.11
Dining Specials
All Week!
www.LocalRestaurantWeek.com

OVER 200 LOCAL RESTAURANTS PARTICIPATE

WNY Chapter Members of the New York State Restaurant Association
at all time high in participation



The ROYCROFT Inn



NEW YORK
STATE
RESTAURANT
ASSOCIATION

WNY Chapter Members
participate in LRW

- | | |
|-------------------------|------------------------------|
| AcQuA | Garlocks |
| Altons | Gate House Grill |
| Amaretto Italian Bistro | Glen Park Tavern |
| Amici Ristorante | Ilio DiPaolo's |
| Arriba Tortilla | JoJo Bistro |
| Bings | Kennedy's Cove |
| Black & Blue | Kentucky Greg's Depew |
| Buffalo Brewpub | Kentucky Greg's OP |
| Byrnclif | La Hacienda Brighton |
| Caputi's | La Scala Ristorante |
| Casa Di Pizza | Le Metro |
| Chefs | Mr Bill's |
| Chocolate Bar | Mulberry |
| City Grill | O'Brien's Pub & Steakhouse |
| Creekview | Oliver's Restaurant |
| Crooked Door | Pano's |
| Curly's Grill & Banquet | Pearl Street Grill & Brewery |
| Center | Pettibones |
| Danny's Airport | Pizza Plant |
| Danny's South | Risorante Lombardo |
| DiGiulio & Co | Salvatores |
| Encore | Schwabl's |
| French Pub | Seabar |
| Frog Hair | Sean Patrick's |
| Gabriels Gate | Shango |
| | Sienna |
| | Tandoori |
| | The Irishman Pub & Eatery |
| | The Roycroft Inn |
| | Tina's Kitchen |
| | Wilson House |



**Western New York Chapter
Board of Directors**

EXECUTIVE BOARD OF DIRECTORS

PRESIDENT

Robert Free

Director Foodservice Operations
Buffalo Bison Baseball

IMMEDIATE PAST PRESIDENT

Peter Longo

CA Curtze Co

Bill DeLuca

Mr. Bill's

Dan Garvey

The Roycroft

George Schaeffer

Director of Communications

Robert Syracuse

Pizza Plant

EDUCATIONAL DIRECTORS

Scott Beahen

Niagara University

Don Spasiano

Erie Community College

Mark Thomasson

Emerson School of Hospitality

ACTIVE DIRECTORS

Ellie Grenauer

Glen Park Tavern

Andrew Harvey

Charlie the Butcher

Richard Joseph

Joseph's Catering

Sean Regan

Pettibones Grille

Donald Seth

Aramark: New Era Cap

Michael White

Delaware North

Alicia Woodworth

Pizza Plant

ASSOCIATE DIRECTORS

Dennis Ayer

US Foodservice

Michael Borgisi

Frederick Wildman & Sons

Derek Hortman

Crown Energy

Joseph Savattieri

American Express

CHAPTER BUSINESS MANAGER

Kerri L. Riedel

NYSRA-WNY

RESTAURATEUR

SERVING * ALLEGANY, CATTARAUGUS, CHAUTAUGUS, ERIE, GENESSEE, NIAGARA, ORLEANS AND WYOMING COUNTIES
published 10 times per year,
e-mailed and mailed first class

GEORGE SCHAEFFER

Editor

SCHAEFFERGEORGE69@GMAIL.COM

716.839.6078

www.nysra.org/associations/2487/chapters.cfm

It's a good time to eat out: Local Restaurant Week is here



Buffalo News

9/27/2011

Mike Andrzejewski speaks at the kickoff to Local Restaurant Week as Peter Longo, center, and Rocco Termini listen Monday.

Charles Lewis / Buffalo News

By Samantha Maziarz Christmann

NEWS BUSINESS REPORTER

Western New York on Monday kicked off its sixth Local Restaurant Week, during which more than 200 independently owned restaurants will offer special menu selections for \$21.11 plus tax and gratuity.

The twice-yearly happening, which runs through Sunday, was launched during the recession as a way to promote and drive traffic to locally owned restaurants.

"We're hoping the dining-out public will go out and support our restaurant community," said Peter Longo, past president of the New York State Restaurant Association. "Your dollars recycle through the local economy at a rate five times greater than money spent at national restaurant chains."

Rocco Termini hosted the kickoff at his Hotel Lafayette, which will house Sea Bar owner Mike Andrzejewski's 100-seat steak-house when the redevelopment is completed in May. Five restaurants, with a total price tag of \$6.5 million, are in development in the historic hotel.

"Restaurants are actually the economic engine driving the Lafayette project," Termini said. "It's an economic development tool that hasn't been used much in Buffalo but that we're starting to use."

Restaurants that participate in Local Restaurant Week benefit from the marketing efforts and broad publicity surrounding the event.

Restaurants are in competition 50 weeks of the year,

continued page 6

**Sign Up Today with NYSRA
and Get Your Just Desserts!**

- ◆ \$83 Million Previously Returned to Policyholders!
- ◆ 25 Consecutive Years of Dividends!
- ◆ In 2010 Our Dividend was 40%
- ◆ 25% Advanced Discount for 2011!



For details about all of our programs,
visit www.nysra.org

*Programs managed by
**NEW YORK STATE RESTAURANT
SERVICES**
a wholly-owned subsidiary of NYSRA
1.800.442.5959



Please note that this information is provided to you for general informational purposes only, and should not be relied upon for personal, medical, legal or financial decisions.
You should consult an appropriate and qualified professional for specific advice tailored to your particular situation.
Melissa A. Fleischut - Director of Government Affairs - New York State Restaurant Association



STRAIGHT AHEAD

FRED G. SAMPSON, PRESIDENT ~ SAMPSON CONSULTING, INC.

Tax French Fries 50 Cents and Doughnuts 25 Cents.

Do What?

A funny thing has happened to advocates of the healthy food movement (who not only insist that we all follow their lead in changing our diets, but if we don't, then the government should tax those foods that they, the advocates, deem as unhealthy) and it is simply this: Americans are unwilling to spend more on healthful eating.

A study from the NPD Group, a Port Washington, N.Y.-based marketing research firm, found that Americans are being swamped with information about eating healthy foods, but they are not willing to pay more for it. While about 70 percent of consumers, especially those over 50, show more interest in healthful foods than those younger, they don't expect to pay more for healthier foods when dining out. Please understand I have nothing against healthy foods. To the contrary, I not only eat healthy foods whenever possible and agree that most people should do so, but I don't think that the government should require it, and I certainly do not believe that we should tax foods that some consider unhealthy.

For example, Mark Bittman, who writes about food for the New York Times, recently wrote an op-ed piece entitled "Bad Food—Tax It and Subsidize Vegetables." The theme of this piece was that if the federal government could fulfill its role as an agent of the public good and establish a bold national fix, it should be to tax unhealthy foods. He then goes on to suggest that we tax things like soda, French fries, doughnuts and hyper-processed snacks, and the resulting income could be earmarked for a program that encourages a sound diet for Americans by making healthy food more affordable and more widely available.

He suggests that sweetened drinks could be taxed at 2 cents per ounce, so that a six-pack of Pepsi would cost a \$1.44 more than it does now. An equivalent tax on fries might be 50 cents per serving and a quarter extra for a doughnut. He also stated that there are experts who could figure out how "bad" a food should be to qualify and what the tax rate should be. Diet sodas would not be taxed.

It is the following statements that I find most disturbing. "This program would, of course, upset the processed food industry. Oh well, it would also bug those who might resent paying more for soda and chips and argue that their right to eat whatever they wanted was being breached. But public health is the role of government, and our diet is right up there with any other public responsibility you can name, from water treatment to mass transit."

continued page 4

FEDERAL BAKERS

- Puff Pastry Doughs • Wedding Toppers • Full Line of Baking Supplies
- We can create Edible Images from your non-licensed photos
- Wilton Products
- Coffee by Green Mountain (K-Cups)



Bakery Supply
1400 William St
Buffalo • 332-2066
M-F 8:30-5 • SAT 8-NOON



Food Service Supply
2200 Harlem Rd
Cheektowaga 892-2929
M-F 8:30-4 • SAT 8-NOON

528315



Carbonic Company

1444 Clinton Street
Buffalo, NY 14206

John Bartkowiak

(716) 827-2727 ext. 235

Fax 827-2737

- Royal Crown & Mistic Fountain Syrup
- Bag & Box Juice or 64 oz. Ready to Use
- Co2 Bulk & Cylinder
- Dry Ice & Mix Gas Helium & Nitrogen
- SeaWitch Cocktail Mixers
- Cuno Water Filtration Sales & Service
- Berg Liquor Control Systems
- Draft Plus Mixed Gas Dispensing System

Make Your Next Dish ICELANDIC Fish!
Quality • Consistency • Freshness
Jack DeWitt Sales
1-800-624-3413

Olio

825-3675

or

825-3676

Di Paolo's

Restaurant & Ringside Lounge

3785 South Park Ave. (near Thruway Exit 56)

• Blasdell, NY •

TRY IT
VISIT OUR WEBSITE AT
TRYITDIST.COM

Try It
ESTABLISHED 1928
MICROS • IMPORTS

Taste the Tradition
245 Swan Street
Buffalo, NY 14204



"Roasters of Fine Coffees Since 1867"

(716) 856 3473

Glenn A. Butler

Vice President Sales and Marketing

ANYTHING
YOU CAN DISH
OUT WE CAN
CLEAN UP.

ECOLAB



If you're having problems with your present cleaning products, let Ecolab put the sparkle back in your kitchen. And your eyes. For full details, call toll-free 1-800-942-3002

POVINELLI SHARPENING SERVICE

CUTLERY RENTAL SERVICE

3810 UNION ROAD • CHEEKTOWAGA

716.891.8116



Coffee Culture New York, Inc.

James F. Geiger

Vice President of Real Estate

& Franchise Development

jgeiger@coffeeculture.us

716.835.3300

www.coffeeculture.us



Certo Brothers
DISTRIBUTING COMPANY

2500 North America Drive
West Seneca - NY - 14224
Phone: 716-827-1133
Fax: 716-827-0179



Proud Supporter of the
NYSRA - WNY Chapter



Maplevale Farms Inc.
Professional Supplier to the Foodservice Industry
8956 West Main Street, Clymer NY 14724
716/355-4114 800/632-6328 FAX 716/355-4357

The ROYCROFT Inn
at East Aurora, NY



Opened to
friends
in 1905

Restored
in
1995



Foundation

Thank you for your support!

716.851.1990

Sampson Continued...

Hello. Didn't we just have an election where one of the major complaints was too much government? Certainly we have an obesity problem and certainly the government has a role to play in alleviating it and is doing so. Every day we are being inundated with information relative to our well being, much of it supplied by various government agencies and by public service announcements supplied by the government. Government is also playing a large role in changing school lunch programs throughout the country.

For those who compare this to smoking, there is no comparison. No one has ever had to smoke; if they did, it was by choice. And most of those who quit also did it by choice. But we have to eat, and the right to eat what we want should also be our choice, and if it doesn't meet with some "expert's" standards, why should we be penalized by paying a tax to do so?

The food police, a.k.a. social engineers, all follow the same pattern. First they develop studies that single out various social issues and then hold a press conference suggesting that the public should demand that the industry or industries cited in the study (in this case the food industry) implement their findings. When this effort fails, they turn to various levels of government, i.e., local, state and federal, to legislate findings, including taxes, if that's what it will take to prevail.

I have no quarrel with Mr. Bittman's concern or the accuracy of his facts; it is his solution that I find bothersome. I certainly appreciate being kept informed about anything that could impact my well being, but let me decide how I want to respond. Don't urge the government to do that for me, and lastly, don't penalize me with a tax if I choose to do what I want, even if it's not in my best interest.



Comments can be sent to fredgsampson@juno.com



No More Taxes

BECAUSE SERVICE MAKES A DIFFERENCE!™

U.S. FOODSERVICE

At U.S. Foodservice™ we believe that our customers come to us for our great product variety and quality. However, our customers stay with U.S. Foodservice™ because we live up to our commitment of becoming "A Business Partner For Business Success!"

Buffalo Division
(800) 333-0828

www.usfoodservice.com

NOSTAGLIA - A WISTFUL OR EXCESSIVELY SENTIMENTAL YEARNING FOR RETURN TO OR OF SOME PAST PERIOD OR IRRECOVERABLE CONDITION- MIRIAM - WEBSTER



George Schaeffer

Over The Tavern

Yes, we all know of - and many personally know - Kirk and Krista Van Wagner, of Curly's in downtown LA (that's Lackawanna for you outside of our beloved Western New York). But what many, including this writer, did not really know is the story behind Curly's. Curly Warthling, shown here at the bar with a couple of his bartenders and some



locals, started a shot and beer joint during the rise of the steel business in Lackawanna.

I had the opportunity a while ago to sit and chat with Paul Warthling son of Curly and Krista's father. This spry man at 82 still works the timber

four days a week. He's been doing it for 64 years! His work ethic was probably honed in his formative years of being at boarding school from third to eighth grade at Stella Niagara, then on to St. Joe's Collegiate Institute. At St. Joe's Paul played football and played a little hooky with his geometry class, until a Christian Brother took him aside, and drilled the fundamental elements into him. He claims to this day that he actually got to like the subject and should have gotten a solid 90 on the final instead of in the 80's. Graduating from St. Joe's in 1947, Paul stepped right into his father's business and began to run the store. According to Krista, Paul continues to learn more about the business. He now makes espresso, cappuccino and has developed a very respectable pallet for a variety of wines. Now if that is not a "steel beam" away from shots of Corby's, Kessler's and draughts of Simons or Iroquois, I don't know what is.

Paul had seven kids and for some time they lived *over the tavern*. He went on to say: "It was easy to get to work and to go home." Back in the mid 1940's Lackawanna was booming with steel workers. Bethlehem was the largest, independent steel factory in the world. These guys would come in and do shots and beers every day. There wasn't much refined about Curly's back then, but it's hard to take refinement to the bank or buy food for a family of nine.

When the steel mill shut down, it gutted Lackawanna and Curly's. The steel mill employed 20,000 strong and the population of Lackawanna approached 30,000. Lackawanna Steel paid 75% of the total taxes in the city of Lackawanna.

continued page 6



Western New York's Premier Insurance Agency for Restaurants
We insure over 200 establishments in the food service business!

Coverage's for:

- Property • Liability • Liquor Liability • Liquor Bonds •
- Workers' Compensation • NY State Disability •
- Group Health Insurance •

3800 Seneca Street
West Seneca, NY 14224
716-675-3800



PEPSI BOTTLING GROUP
PROUDLY SUPPORTS NYSRA



Pepsi Bottling Group
716-684-4900



325 Louisiana Street
Buffalo, New York 14204 (716) 854-1155



FAMOUS PODS STUFFED PIZZA
BREADBOWL SALADS PASTA
CRAFT BEERS & WINES

TRANSIT PREMIER
632-0800
WALKER CENTER
626-5566



Design, Deliver and Install... WE CAN DO IT ALL!

Commercial Interior Design
Commercial Kitchen Design
Food Service Consulting
Custom Millwork

**Come visit
our newly
renovated
Amherst
location!**

Food Service Equipment
Furniture & Furnishings
Tabletop and Smallwares
Custom Metal Fabrication

Cash & Carry Stores in All of our Locations

Albany ~
1-888-838-8020

Buffalo ~
375 Commerce Dr., Amherst, NY 14228
1-800-333-1678 | (716) 691-8080

Rochester ~
1-800-836-8001

www.buffalohotelsupply.com

Good things
come from
Sysco



Paul Warthling

After Bethlehem closed up shop, the population dropped, the Bethlehem tax revenue dropped to 8%, and the barstools at Curly's were pretty much empty. By this time Paul Warthling was running the show and relying on the regulars to keep the doors open. His overhead was manageable and the living from drawing draught beer, pouring shots of 7-Crown, doing 300 fish fries on a Friday, making those famous club sandwiches was OK. Curly's continued in this manner for many years, as his family of 7 children grew and moved on, leaving him to man the store practically on his own.

Then came the day he broke his foot. This was 1989 and he put a call out to Krista, who was developing her CIA cooking skills in Europe and then the Carribean, along with her new husband and CIA graduate Kirk Van Wagner. Krista and her Dad reached an agreement. They would have to raise the standards of Curly's, introduce a bit more sophisticated menu other than fish fries, roast beef and club sandwiches and she and Kirk would return. Krista realized that a better bar business is where the money is and she could develop that aspect of Curly's. But as fate had it, Krista fell back into her culinary world and the kid who was called "warthog" growing up is a "rock star" today in her Dad's eyes.

Restaurant Week Continued...

but for two weeks they collaborate," said Vince McConeghy, editor of LocalFoodService.com, a founding organizer of the event with Longo and Andrzejewski.

Local Restaurant Week gives diners an opportunity to sample restaurants they might not otherwise try, at an attractive price point. Patrons at Acqua on Niagara Street will get three courses for \$21.11, with five entrees to choose from, including butter roasted salmon and coq au vin. Amici Ristorante in Kenmore is offering three courses, with dishes such as grouper picatta and lobster ravioli. Main Street's Bijou Grille has a four-course menu, while the French Pub in Depew offers a three-course meal for two.

Many restaurants are also featuring wine and beverage specials, as well as special meal deals for \$31.11 and \$41.11. For list of participating restaurants, visit LocalRestaurantWeek.com.

schristmann@buffnews.com

Aloha Symposium

Limited to the first 50 Registrants!

STG's Customer Education Symposium Agenda Highlights

Tuesday October 18th, 2001

9 a.m. - 1 p.m. (Lunch Provided) @ Curly's Bar & Grill

647 Ridge Road, Buffalo, NY 14218

Featuring...

"How to Survive a NY State Sales Tax Audit"

David Gross / Owner & Director Sales Tax Solutions and Consulting



Systems Technology Group

1159 Abbott Rd. / Buffalo / NY 14220 / www.stgpos.com
PH 716-821-9808 / TOLL FREE 1-800-811-5803 / FX 716-821-9028

Register Today via Web or Phone!

1-800-811-5803

WWW.STGPOS.COM



Phil-N-Cindy's Lunch

1391 East 2nd. Street
Jamestown, New York 14701
(716) 665-5424

Monday - Friday - 5:30 AM - 1:30 PM
Saturday - 5:30 AM - 12:30 PM
Sunday - 7:00 AM - 11:30 AM

Most of us remember "I Love Lucy." Well in Lucy's hometown of Jamestown, NY many folks say I love Phil-N-Cindy's Lunch. Michelle Morrison had this to say: "This is my Mom and Dad's Diner in my hometown! My dad is a classically trained Gourmet Chef, so he makes all his own soups and sauces. They have Buttermilk Pancakes the size of your head, so beware! Don't order 3, cuz you'll never eat 'em all! The main grill is out in the dining room, so it's fun to watch my Mom cook your eggs with lightning speed! ..."

According to our records they are members of WNY Chapter since 1970. That is outstanding!



F&B Trouble Shooter
Hans L. Steiniger, CPA
(716) 517-7947

FoodandBeverageTroubleShooter.com

Niagara UNIVERSITY

College of Hospitality & Tourism Management
Food Service Management
Restaurant Entrepreneurship
Hotel Management

Dr. Gary Praetzel, Dean
(716) 286-8272
GDP@niagara.edu

Pick up the phone. Put down the confusion.

Let us help you make sense of your business insurance needs, whether Restaurant, Hotel or Service Provider

"Making Insurance Easy and Affordable"

For a free, no obligation insurance review, call: David L. Eddy

The Insurance Market
(716) 743-1200
www.theinsurancemarkets.com



**YOUR Independent
Broadline Distributor!**

Palmer's delivers quality
seafood, meats, poultry,
produce, paper items, beverages,
groceries, small wares...

**Everything You need
and More!**

900 Jefferson Road * Rochester * NY * 14623
800-888-3474 * www.palmerfoods.com



Happy Anniversary to our October Members

Siena Restaurant	October 26, 1998
Danny's South Inc.	October 19, 1999
Frenchview Restaurant	October 25, 1999
La Ports Pine Restaurant	October 4, 2000
B.E.S.T., Inc.	October 19, 2000
Kennedy's Cove	October 24, 2001
Carmelo's Coat of Arms, Inc.	October 5, 2004
Elma Towne Grille	October 24, 2006
Maplevale Farms, Inc.	October 30, 2006
Hamco	October 16, 2008
Campus House Club	October 23, 2009
Elwood Fire Protection Co. Inc.	October 4, 2010
D&M Refrigeration	October 19, 2010



WNY CHAPTER



We serve you

N.Y.S.R.A.

409 New Karner Road
Albany, NY 12205



The Food Service Professional's Online Community & Marketplace



WESTERN NEW YORK
LOCALFOODSERVICE

LOCALFOODSERVICE.COM

WESTERN NEW YORK



~ Call Us Today to Lock Low Energy Prices ~

EnergyMark, LLC

BuyLocalEnergy.com

300 Corporate Parkway
Suite 140N
Amherst NY 14226-1295
716.614.1800
716.614.1819 Fax

Lawley

SERVING UP THE RIGHT
INSURANCE PROGRAM
FOR YOUR RESTAURANT

The right choice for your restaurant since 1955

Member of
WNY CHAPTER



We serve you



Gary May
Account Executive

501 John James Audubon Parkway
Suite 302
Amherst, NY 14228
MOBILE 716.553.4227
DIRECT 716.636. 5803
E MAIL gmay@lawleyinsurance.com

• INSURANCE •
• EMPLOYEE BENEFITS • RISK MANAGEMENT •