

# RESTAURATEUR

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

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Volume 10 - Number 9

November 2010

## LOCAL RESTAURANT WEEK WILDLY SUCCESSFUL

- SOME OF THE 2010 FACTS



Scott Rossi - City Grill

- 176 participating restaurants.
- Advertising in Buffalo News 1 1/2 pages, Artvoice full page ad.
- WKBW played the "10 second version" of LRW ad.
- Good Morning WNY aired a different restaurant for 5 straight days.
- Citadel morning announcements and interviews with chefs and owners.
- Buffalo Rising Banner.
- Bills tailgate party.
- Press conference at City Grill
- Website traffic - over 78,000 visits and over 1,000,000 pageviews!
- Visitors to the LRW website spent nearly 9 minutes on the site!
- Top traffic sources were WGRZ, Facebook, WIVB, Google, Examiner, Buffalo Rising, Buffalo Eats, Buffalo Place, Twitter.



Kathy Donaldson & Chuck Mauro - Siena

### - SOME OF THE COMMENTS MADE

From Scott Rossi, City Grill - "... Our Tuesday lunch was the best in recent memory." "Even after this turbulent summer, we are so happy to be in the Buffalo area and a part of this community. The level of support you\* have shown us is extraordinary." (\* Vince McConeghy, Jenn Lingenfelter of Local Food Service and the WNY Chapter of the NYSRA)

At the Siena on an early Friday night (5:30), they were packed. We were told that their past Tuesday equaled or was better than a Saturday night. 800 Maple "thanked Jenn (Lingenfelter) for all her efforts...this week has been a success!" Olivers had their top grossing night (on a Wednesday) of the year and that includes New Years Eve!

The Schratzs at Bings said, "This was our best week in a long time thanks to Local Restaurant Week. Can't wait to do it again!"

Chef Mike Andrzejewski, owner of the Sea Bar, is quoted: "WILDLY successful Restaurant Week. Thank You to all our customers for your support. Thank You localfoodservice.com and the New York State Restaurant Association, the media and sponsors. Most of all to our staff. Great job." (This writer called the Sea Bar on a Thursday and was told that we may get a seat at 4:30PM or a little after 9:00PM.)

Comments from many other association members and others were equally as positive. Ristorante Lombardo, Ilio DiPaolo's, The Roycroft, Salvatore's, DiGiulo & Company, Kennedy's Cove, & Tony Rome's to name a few.



Shelley & Tom Schratz - Bings



Mike Andrzejewski - Sea Bar

Local Restaurant Week  
March 28 - April 3 2011

*Benefit Bash at Pettibones Page 6*



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Recently, we held a 'Benefits Bash' where we had chapter vendors, that are members of the association present to answer any questions and to offer special rates or programs on services that they provide. It was a great opportunity to learn about cost savings options that are available to you as a member of NYSRA. I wish that more people would have taken advantage of the chance, but I understand that everyone is busy with the day to day running of your establishment. It is for that reason



Robert Free

that I propose that we go about this in a bit of a different way. We want *Your Ideas!* Instead of the Chapter deciding what kind of event to have, or whom or what to have at an event, I am looking for members' input on what is most important for you, and what the chapter can do to address that. I would very much appreciate your insight, opinions, and suggestions on what you would like to see the chapter do.

In the spring we had a Sales Tax Audit informational meeting, which was very successful. The tax audit issue is still a hot button topic, as evidenced by the recent meeting set-up by Assemblyman Schroeder and the Association with the acting Commissioner of Taxation and Finance. Perhaps this is an issue that you would like to learn more about. Your feedback is important to us so that we, as a board, may better serve you.

Here a couple of more sample ideas on a possible event:

- A presentation by the Erie Co. Dept. of Health on the new Healthy Choices program they will be rolling out soon (Chapter members will have first crack at the limited number of FREE enrollments in the program)
- A Small Business Forum at which representatives from various agencies would present materials pertinent to our industry
- A membership Wine Tasting event (for pleasure or for educating your staff)
- An Insurance Forum to discuss the various programs the Association has to offer that can save you money
- A Social Media Seminar on how to best utilize Facebook, Twitter, etc to get your message out to your clientele

Those are just a few the ideas we have bantered about, but I want your thoughts! Please drop me a line or give me a call and let me know what type of event appeals to you and your business. [rfree@bions.com](mailto:rfree@bions.com) or 716-846-2081  
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Rob

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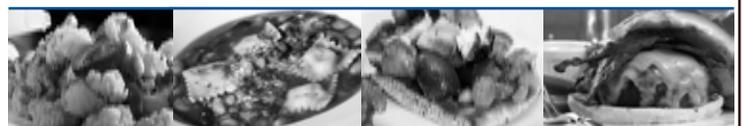
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# STRAIGHT AHEAD

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## Where Did All The Public Cafeterias Go And Will They Return ?

Will the public cafeteria ever return as a viable venue? Many say that its demise was due to the public not wanting to wait on themselves, that their preference was to be waited on. I wonder if that's the real reason. Consider this: each day millions of people, and I mean millions, get in line at some quick service facility and not only wait on themselves but mix their own beverages. They also do something that amazes me: bus their own dishes. It is rare to go into a fast food operation and find soiled dishes or cups left on tables. Talk about consumer discipline. So much for not wanting to wait on themselves.

One of the great advantages of the cafeteria was that it relied on the old adage "the eye eats first and if it looks good it probably will taste good." To some degree that's what the fast food menu boards do—show you what you will eat or a close facsimile thereof. In addition, there are many prepared food stores in most of the country's major metropolitan areas where both hot and cold foods are on display very much like a cafeteria. The difference is two fold. First, it is available for both on- and off-premises consumption, and second, you can purchase most items by weight.

Then there is a new approach to "food on display" and that is today's version of food courts. Food courts is a term that came into being when the large shopping malls had most, if not all, of the food service operations in the same general area of the mall. Today it is used to describe "high-end food Meccas" as evidenced by the Eataly, the newest enterprise of Mario Batali, Joe Bastianich, his mother Lidia Matticchio, and the original Eataly founder, Oscar Farinetti. Eataly was described in a recent issue of Travels in Taste, a Financial and Investment Letter, as follows: "It capitalizes with gourmet choices including pastry, bread, a butcher, a fishery, hard-to-find Italian pasta, cheese, gelato, paninis and coffee." The 50,000-square-foot space also includes Manzo, a fine-dining Italian steakhouse, a year-round rooftop beer garden, a cooking school, an in-house travel agency and a retail section for Italian specialty items.

Another upscale "food court" is located on the lower level of the Plaza Hotel in New York, albeit on a smaller scale, just 5400 square feet. Todd English of Olives fame has created a food court to resemble European food halls, and diners can get everything from their morning coffee to lunch and an evening glass of wine. The space also includes 80 seats for dining as well as various cooking stations and a retail section where fresh packaged foods are sold.

continued page 4

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### Sampson Continued...

While there may be others in the area, the one operation that comes very close to being an "authentic" cafeteria in New York City is Manganero's Hero Boy Restaurant located on Ninth Avenue between 37<sup>th</sup> & 38<sup>th</sup> Streets. You pick up a tray, walk along a display of various prepared foods, including many Italian dishes, from which to choose. There also is a wide selection of sandwiches and salads. You pay the check at the end of the line. You then proceed to a beverage station where you dispense your drink of choice, and then to a large dining room.

Why do I think there is a place for cafeterias? Because at one time New York, as well as other markets, thrived on cafeterias, and I believe they could once again. There is a correlation between the era of cafeterias and the economy; they prospered during the depression not only because of their price structure but they specialized in comfort foods, which are once again in vogue, in both restaurants and in the home. Another saving was that a tip was not necessary in most cafeterias.

Consider this—William Grimes, former food critic for the New York Times, made this observation in his recent book, "Appetite City." "By 1920 Horn & Hardart had opened another 14 automats in New York City. Two years later they created their first combination cafeteria and automat. It was the largest restaurant in the city, capable of feeding ten thousand customers a day. By 1933 there were forty three cafeterias in New York supplied by huge commissaries that allowed the company to buy in bulk and produce their signature dishes in mass quantities." There were so many cafeterias in the city that they had their own association called "Affiliated Restaurateurs." All gone.

They say "What goes around comes around." You think maybe ?



**Fred G. Sampson served the New York State Restaurant Association for more than 35 years before retiring as executive vice president to form Sampson Consulting. Comments can be sent to [redgsampson@juno.com](mailto:redgsampson@juno.com)**

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George Schaeffer

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After graduating from E.C.T.I., I definitely needed a job. So after looking at a few restaurant jobs, nothing really appealed to me. There was a Howard Johnson offer but that meant moving to Erie, Pa. There were a couple of line cook offers, but they were at joints that looked like they were ready to close. Then I applied for a cook's job at Buffalo State Hospital since Ken Swanne, Food Service Director of the hospital, was in contact with the college. Score.

I started out in the oldest building on the campus, the women's section of the hospital. There were more than 2,000 patients. I was rotated through the kitchen, learning each and every facet, which included the pots and pans area, manned by PJ Wilson. The pans would fly if PJ came across a real burned mess made by one of the cooks. I scrubbed pots and pans for a week, and then was sent to the ingredient room. Armed with State-approved recipes, every thing on the menu had to be weighed, scaled, cracked, chopped or cleaned and put in order on the food carts, either in the dry storage area or the walk-in cooler. I still remember the smell of brewer's yeast that went into the pounds and pounds of oatmeal. Cracking cases of fresh eggs, 30 dozen to a case. Chopping cases of celery, cleaning lettuce that came from the state farm near Gowanda.

From the ingredient room, I moved to the early shift to cook breakfast. 6 - 125 gallon, steam-jacketed kettles lined one part of the kitchen. Close the drain valve and measure the gallons of water. Turn on the steam, close the lid and bring to a boil. It didn't take long, as these monsters were powerful. Add the oatmeal and the rest of the ingredients, and then arm yourself with the aluminum paddle that looked like an oar. Stir and cook, cook and stir. Ward 23 needs 375 portions. Scoop and ladle the gruel into steam table pans. Each pan had "X" number of portions. On to a cart and away they would go. Next! As the sweat would roll down your back.

Cleaning these babies was also a chore. The cooks cleaned their kettles. So if you burned the oatmeal on the edges because you were delinquent in your stirring operation, you paid for it in the cleaning process and perhaps lost your chance to grab a smoke on the loading dock.

Swanne was big on training, so he goes to the head cook Tommy McDonald and tells him that he is sending me down to Hudson River State Hospital for a training course. The only thing I remember about the training course was being there on November 22, 1963. Everything else is a blur.

The training course is over and I am back in the kitchen, cooking and baking. Then on one cold December day, I am taking a food cart down one of the old tunnels to the dumb waiter when a female patient jumps me. My days at Buffalo State Hospital were quickly coming to a close.

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# Benefit Bash



Jenna Brinkworth, Erie County Dept. Health, Lindsay Eddy & Patty Meidenbauer, Byrncliff Resort & Conference Center and Cheryll Moore ECDH discuss Healthy Choices program



Jenna Brinkworth, Erie County Dept. Health, & JoAnne DiGiulio of DiGiulio's Restaurant & Catering share a moment



Don Seth of ARAMark discusses the features and benefits of what West Herr has to offer the WNY Chapter members

Tuesday, October 14th the WNY Chapter held its first "Benefits Bash" at Pettibones Grille at Coca-Cola Field. While the attendance was small, the activity of the Associate Members was quite enthusiastic. The Erie County Department of Health, headed by Cheryll Moore and assisted by Jenna Brinkworth, rolled out the software for a new program called "Healthy Choices™." A core of restaurants will be able to upload a few of their house recipes and receive nutritional information for their customers.

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# Webb's Candies & Webbs Captains Table

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During the 1950's, Paul and Nadine opened a series of small restaurants in Hartfield, Westfield, and Dunkirk, NY. In 1959, they purchased the Mooring Bit Restaurant in Mayville. This property eventually became the Webb's Captain's Table Restaurant, which was constructed in 1965. A bowling alley was also added to the existing property.

Shortly after, a new addition was built providing room for Chautauqua souvenirs and candy to be sold. All of the candies are still made by hand, the old-fashioned copper kettle method. The gift shop now includes a wide variety of Chautauqua souvenirs as well as gifts for all occasions.

As the success of Webb's Candies and Restaurant continued to thrive, so did the expansion of the Webb's family business. In 1968, Webb's Resort was built followed by Webb's Citrus Candies in Davenport, Florida four years later and Webb's Coppertop Restaurant in Lake Wales, Florida in 1976. The Coppertop Restaurant was operated for several years by Paul and Nadine and was sold in 1985. The youngest of their children, John Webb, is now the owner and operator of Webb's Citrus Candies.

The Webb's business continued to prosper until 1992 when a fire destroyed the bowling lanes and part of the Captain's Table Restaurant. At this time, the Webbs decided not to rebuild the bowling alley; a furniture and antique shop occupies that space today. The Captain's Table Restaurant, now owned and operated by Jim and Sally Webb, includes five dining rooms, banquet and conference rooms, and an open deck on the second floor.

In 1994, twenty-six new rooms were added to the existing motel. It is now a 52-unit motel with rooms with two double beds, king beds, some adjoining rooms, as well as rooms with fireplaces, private balconies, and jacuzzi. The last addition, so far, was the miniature golf course in 2003.

Although Paul and Nadine Webb have passed, the business continues to expand and prosper. Webb's continues to be a family owned and operated business. Webb's has been a WNY Chapter member since 1996.

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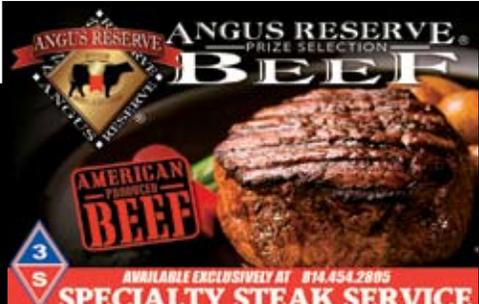


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