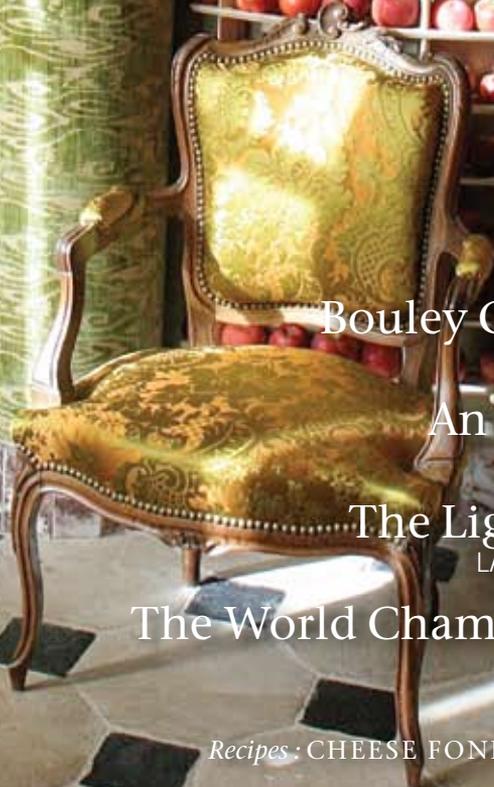


Bouley



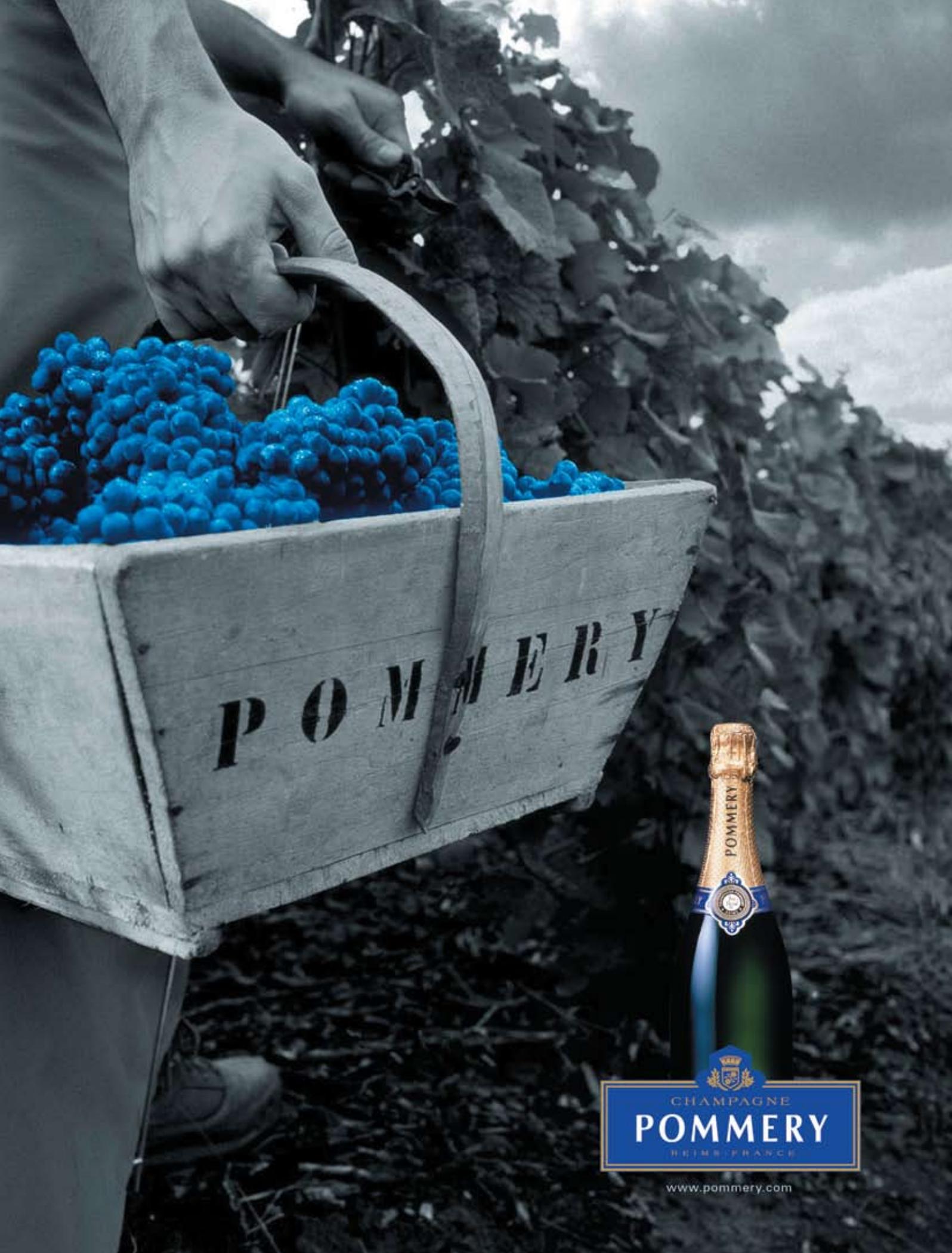
Bouley Gastronomie
A WORK OF ART

An Artist's Passion
ILLUMINATING THE WALLS

The Light of Provence
LANDSCAPES COME TO LIFE

The World Champion of Cheese
A MASTER AFFINEUR

Recipes : CHEESE FONDUE AND VEGETABLES



P O M M E R Y



CHAMPAGNE
POMMERY
REIMS FRANCE

www.pommery.com



FOCUS, FINISH, CELEBRATE

I am delighted to share with you the signature Bouley, overlooking Duane Park—constructed and completed by a passionate team of masters in painting, stone, and wood. Artisan purveyors, farmers, and fisherman are proud to provide ingredients for new recipes both in the restaurant and at Bouley Bakery & Market. By The Ounce, our new wine bar, is an extension of my collaboration with wine growers both locally and across the globe. —David Bouley

Contents

3

THE NEW BOULEY

A Work of Art

7

CRAFTING A DESTINY

Master Artisans in Concert

10

AN ARTIST'S PASSION

Illuminating the Walls

11

THE LIGHT OF PROVENCE

Landscapes Come to Life

13

MASTER CRAFTSMAN

Rodolphe Le Meunier Brings
His Passion and Cheese
to Bouley

17

WINE BAR

Bouley Opens
By The Ounce with an
Innovative Pouring System

Man Shall Not Live by Bread Alone

by Yoshi Muto

David Bouley's new flagship restaurant at 163 Duane Street could not be more artistic in design—from the 16th-century walnut doors, the carefully restored beams, the floor stones from Burgundy, and the 17th-century Versailles Pierre d'ory walls and columns, to the more than 40,000 pieces of planed-smooth parquet floors. Hand-painted flowers and patterned wall murals guide you first from the lounge to the main dining room, with gilded arched ceilings; past the library, with pages of first-edition French books; down to a wine cave, decked in the pastels of Provence. Even those apples that line the entrance hall, which you will see and smell again, are beautifully welcoming and embracing.

It was in 1993, some 15 years ago, when I visited Bouley for the first time. I had just moved to New York City from Japan, a country that was then facing a widespread economic slowdown—although Tokyo, at least, was still basking in the afterglow of its euphoric excesses. However, the celebrated and decidedly luxurious restaurant that Bouley was at that time made a totally different impression on me in contrast to the extravagance of Tokyo.

Perhaps it was because Chef Bouley was a pioneer. Back then, there was no such concept as “food mileage” or “locavore.” David Bouley asked for cooperation from universities and farmers to grow new, foreign vegetables in the state of New York. Deferring to Bouley's

extraordinary quality of service, we always wore jackets, even though the staff was just as welcoming to diners in casual attire. And the food ... the food was always an exceptional experience!

The cuisine was satisfying but not dominating; extremely elegant, but not in the least ostentatious. The tasting menu extended to seven or eight dishes, all of which were light and restrained and never overwhelming. Each small portion on the plates contained a sort of misère from the chef and, together, these dishes flowed in a seamless progression that would sometimes last four or five hours. It was not operatic, more like a series of piano concertos or a collection of nocturnes. And it was reasonably priced, unlike the tasting menus offered at a string of the gorgeous new restaurants that would follow in Bouley's wake around the city. But above all, the courses presented me with a new experience in terms of the ingredients, the method of execution, and the structure of the tastes.

I was used to Japanese cooking, which is built on a foundation of fermented seasonings such as soy sauce, miso paste, sake, mirin, and *katsubushi* bonito flakes. Japanese cuisine draws upon the time it takes to ferment these spices. And while, typically, most dishes consist of the tasting triad of sweet, salty, and sour, Japanese seasonings also cover umami, or the taste of the savory, and sometimes even bitterness as well.

>

Yoshi Muto is a former New York bureau chief of the Tokyo Chunichi Shimbun newspapers, novelist, translator of novels and plays into Japanese, journalist, and critic for various newspapers and literary media outlets in Japan.



Dedicated to Excellence

LoCascio & Allegrini Join Forces in Tuscany

Tuscan estates Poggio al Tesoro in Bolgheri and San Polo in Montalcino are a partnership between Marilisa Allegrini, a leading Italian wine producer from the Valpolicella area, and Leonardo LoCascio, President, CEO and Founder of Winebow, a leading importer of fine Italian wines.



It is with great enthusiasm and the highest commitment to quality that Marilisa and Leonardo have crafted top-class wines with unmistakable personality from two of Italy's most acclaimed wine regions.

In 2001 Marilisa and Leonardo founded Poggio al Tesoro, a beautiful estate in the celebrated area of Bolgheri, a premiere appellation situated in the upper Tuscan Maremma.

The perfect quantity of sunlight throughout the year, the proximity to the sea, and the uniqueness of Bolgheri's terroir are reflected in the



style of Poggio al Tesoro's wines; ripeness, muscular body, and richness are effortlessly combined with complexity and elegance.

Marilisa and Leonardo began a second project in Tuscany with the San Polo estate in 2007. This prestigious property, located in the southeastern part of Montalcino, overlooks the

Sant'Antimo Valley and Mount Amiata. It consists of 52 acres, of which 40 are dedicated to vines. Only

20 acres are currently producing Brunello di Montalcino.

All San Polo vineyards have been planted at a high density with Sangiovese and Merlot grapes. In an effort to employ environmentally sound and sustainable agriculture, natural compost and nitrogen-rich plants have replaced the chemical treatments in the vineyards. A modern, underground winery and cellar provide the best environment and technology for state-of-the-art winemaking.

POGGIO AL TESORO

Vermentino Solosole IGT Toscana

This unique Vermentino is named Solosole, just sun, because only the sun is allowed to influence its aromas: there is neither blending with other grapes nor wood aging to interfere with the pure flavors of the Vermentino grape. Solosole offers delicate aromas of acacia flowers, apricot and banana. The vibrant acidity frames the fruity flavors and lingers pleasantly on the finish.

SAN POLO

Brunello di Montalcino DOCG

San Polo Brunello, made from 100% Sangiovese Grosso, is produced from estate vines in the Montalcino appellation that follow the strict, low yields mandated by the local Consorzio. This full-bodied, elegant Brunello offers aromas of violets and small red fruits, followed by subtle notes of coffee. The finish is long, with round and refined tannins surrounding the juicy texture.





Constructing signature arches with Martin Bouley.



Stone design by Claude Puaux.

“Restaurants start when the guests sit down at the tables, and cooking can only be considered an art once the customer has finished the last bite,” Bouley has said.

In contrast, David Bouley’s cooking utilizes fruit instead of fermentation. Based on the French fundamentals of au fond, bouillon, fumet, and jus, he seeks sweetness, sourness, and bitterness in fruits and herbs and finds additional umami in tomato water. Bouley’s cuisine has healthy flavors gathered from nature, not from over time, although it personally took me a long while to identify and appreciate this structure.

I ended up shuttling over to Bouley every month until it closed its doors in the summer of 1996. During that period, I seldom, if ever, had the same menu twice, with the exception of the signature seafood in the herbal ocean-broth dish.

It was always delicious, but I often wondered if it wasn’t also art?

But unlike art, which boasts transcendence as a trait, cooking cannot exist beyond a specific time and place. After all, you cannot preserve it. You can only consume it, which means it is destined to disappear. Perhaps the closest cooking has come to a true art form is in the ritual of the Japanese tea ceremony that is based on the philosophy of *ichi-go ichi-e*, which, literally translated, means “one time, one meeting.” The idea is that every ceremony must be executed as if it were the last event or one chance in a lifetime for both the host and guest.

In that light, cooking is an art form, if not truly art. Besides, like art, if cooking is not original, it is nothing. Furthermore, if you can record or videotape a musician at one of his or her concerts and it is considered art, why not consider cooking an art, when the chef works in front of you, live?

Herein lies the two elements of art I find in Bouley’s latest incarnation: one being the restaurant itself, as a container; the other, the food. The former is full of real artifacts, withstanding the test of time and providing shelter and context for the latter, the fugitive art of cooking.

“Restaurants start when the guests sit down at the tables, and cooking can only be considered an art once the customer has finished the last bite,” Bouley has said. The inspiration for his art is his customers; they help him generate the improvised, unlisted chef’s menu every evening. They are the reason you will find him cooking each night in his restaurant. And he is the reason I ate at Bouley so many years ago and hurry back today as well, as if revisiting a favorite art collection that is on show again at a local museum.

It has been written that man shall not live on bread alone. True, sometimes one needs a little art as well. But if the bread itself is made like art, then all that is missing is a little wine. And, as you well know, Bouley has good wines too.



Compagnon (master craftsman) Jean-Claude Lecompte finishes beams sourced from France.



David at Paul Bocuse’s restaurant in Lyon points out Tsuji’s influence on French cooking.

Domaine Drouhin

OREGON

FRENCH SOUL - OREGON SOIL

**"Domaine Drouhin remains the standard
against which all other Oregon
Pinot Noirs must be measured."**

- Jay Miller, The Wine Advocate

Domaine Drouhin

OREGON

Pinot Noir

Domaine Drouhin

OREGON

Arthur Chardonnay



Domaine Drouhin

OREGON

Laurène Pinot Noir

Dreyfus Ashby & Co.
Purveyors of Fine Wines since 1946
www.dreyfusashby.com

Crafting Bouley

As is often the case, events that seemingly occur at random might have had, upon closer scrutiny, more than a little push from destiny. That's the exact kind of divine intervention that guided David Bouley and his wife, Nicole, to the tiny Provencal village of Carces, France, during their quest for antique doors that would become the portals into the magical rooms of the new Bouley space.

At Les Mille et Une Portes (A Thousand and One Doors), they would have a chance encounter with JEAN-CLAUDE LECOMPTE. Little did they know that when they asked for a recommendation of other *brocanteurs* in Provence, it would spark the beginning of a long and bountiful collaboration. It turned out that Monsieur Lecompte is a master craftsman, specializing specifically in the restoration of “centuries-old” doors, antique woods, and the alchemy of time-honored varnishes. The map that he provided, which was intended to lead Bouley to other great discoveries in Provence, would in fact be the beginning of a fantastic journey that would take Jean-Claude to New York. After an engaging conversation, Bouley asked Lecompte to come to New York for a few weeks to help restore the doors

he had found in Provence. His two-week stay became one month, then a year, as Jean-Claude turned his skills to work on other discoveries Bouley had brought back from Provence.

One such project, perhaps the most challenging for Lecompte, was the renovation of six wooden beams, unearthed in the village of Salernes. At first, there were very real doubts that the beams, which date back to 1751, could actually be restored. Originating possibly from an old manor, marked with nails and worn by the elements, each beam arrived to the very capable hands of Lecompte in as many as ten pieces. Today, they are replete in their intended glory and have found their rightful place in the ceiling of the restaurant's lounge area. >

The abandoned beams from the south of France were skillfully restored to their original glory and found a new home in Tribeca at Bouley.



When Bouley met Jean-Claude, it was a truly timely gift, as Jean-Claude was on the verge of retiring. Due to economics and changes in the apprentice programs in France, the techniques, knowledge, and ability of such master woodworkers as Lecompte will soon be a lost art. Lecompte explains that it took decades to learn his craft. The shapes, the colors, and the textures are all ingrained in his memory. He is so skilled that his hands guide themselves. Not only can he breathe new life into antique wooden doors, but he is capable of handcrafting furniture to such perfection, painstakingly replicating the details of antiques, down to the irregularities on their surfaces, that he can make them indistinguishable from the originals.

Could it also have been destiny that brought **CLAUDE PUAUX** from Paris to New York, ten years ago, to set up a showroom of 14th-through 18th-century fireplaces in Tribeca, thus becoming neighbors with David Bouley? Their paths would be intertwined, and Claude would literally lay the groundwork for the new Bouley restaurant—the floors that people would walk on. An architect by trade and an all-around craftsman—whose experiences are a mixture of ancient and modern, from contemporary design to the restoration of a 14th-century church in France—Piaux is another master artisan that became part of the elaborate team. And as if another link in the chain, Piaux would discover that a long-closed quarry that once provided all of the stone to construct the Château de Versailles would again be reopened—its treasures once more available only for the most noble of projects. Piaux convinced the quarry owner of the stature of the new Bouley restaurant, which was selected as the only project outside of France to receive the stone. Under the watchful eye of Piaux, the beholder >



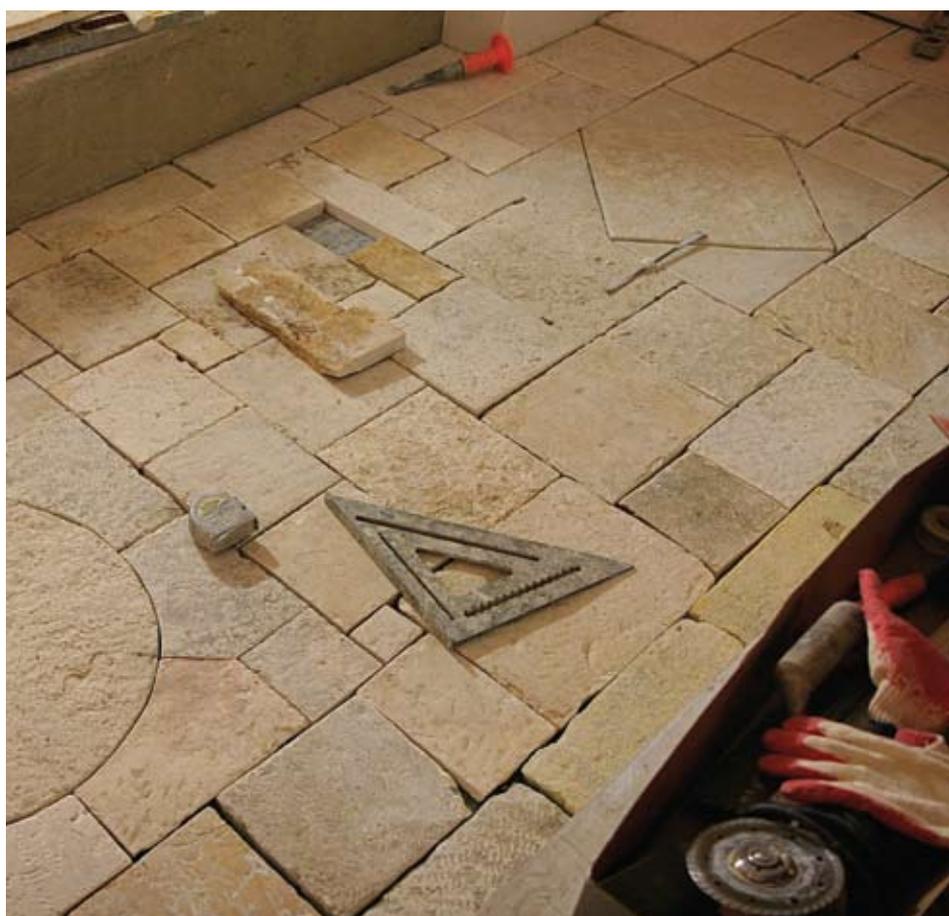
Versailles stone would travel to New York to adorn the walls, fireplace, and staircases in one-of-a-kind, preordained patterns. While Claude worked on the actual design of each stone in New York, the pieces were cut down to the exact millimeter, in France, before over 20 tons of stone were shipped. Each stone had been given a name and would be sorted, analyzed, and studied to find its place, and little by little would begin to tell a story at Bouley.



For the downstairs private dining room, each stone was chosen for its unique color, shape, and dimension. Smooth or textured, dark or light, their placements are such that they create contrasts. In many instances, Puaux used ancient and sometimes mythical and biblical techniques to create intricate patterns—their physical arrangement in a space taking into account the “golden number,” a hypothesis that harkens back to the Greek’s quest for perfection in ratio using the number *phi*. The result is more than just a pattern on the ground; it is a dizzying display of craftsmanship and meaning: the stones guide you to your destination, as is their intended purpose.



To have these seemingly arbitrary relationships converge in one spot seems almost foretold by stars aligned for all the right reasons. Each artisan took up their tooled instruments like a finely tuned world-class orchestra, with David as the chef maestro, to create a symphony of perfect design in careful unison with one another. The new Bouley is indeed a noble creation—just as the Renaissance age thrived due to nobility who patronized the arts for art’s sake, a role filled today mainly by museums and galleries, not individuals. What David Bouley strives to accomplish in his new restaurant is a testament to his quest for perfection, by creating the ultimate location to enjoy his own inspiring culinary creations. Perhaps it was as much David’s purpose-driven destiny to have fulfilled this project as it was for these artists to exercise their skill by working in concert with him.



Master artisan Avedis Duenjian and his skilled team handcrafted each individual piece of wood to bring out its own inherent personality and the impression of age. The unique parquet pattern in the lounge was inspired by the floors of the 16th-century Château du Tertre in Bordeaux. Fabricated from quarter-sawn European walnut wood, the parquet floor is highly polished and has a strikingly original design.

For Chef David Bouley, a tomato is no simple ingredient, just as for master craftsmen Jean-Claude Lecompte a door is not just a portal, and for Claude Puaux a stone is no ordinary rock. Each artisan understands the value of his product.

WOUTER DOLK: ILLUMINATING THE WALLS

To say classic never goes out of style doesn't come close to an appreciation of Wouter Dolk's painstakingly beautiful work that brings to life yet another craft, centuries old, steeped in traditional mysticism. Walls wrapped in luxury, where luxury is defined as a commitment to time and detail, are this Dutch artist's passion.

The eye takes in the aesthetic whole, a glorious tapestry often depicting flora and fauna of the woods, before being pulled into the minutia: distinctive, illuminating brushstrokes that give each representation a unique identity. And all presented on an equally labor-intensive medium: acid-free packing paper primed with as many as 30 layers of gesso, a mixture of chalk dust and animal glue, where each layer takes up to three days to dry. Dolk then hand colors designs with egg tempera, a technique used in illuminated manuscripts of the Middle Ages, where pigments bind with egg yolk for a permanent color that does not fade with time.

At Bouley, Dolk weaves his magic along the walls throughout the dining space. White lilies, immaculate on a dusty blue background, greet diners in the bar area. In the Winter Garden, while geraniums climb a lattice wall and break through onto the ceiling on one side, panels of brightly colored bluebells and tulips, laced and studded with gold details, dazzle the senses on the other. It's art for a time before our attention was divided among high-speed gadgetry options, to be studied and pondered over slowly in a space that showcases a penchant for craft: Bouley.





CLAUDE CHEVALLEY: BRINGING LIGHT TO LIFE

Once again, fate intervened to forge the relationship between artist Claude Chevalley and Chef David Bouley, as a series of random associations brought the painter's work to David's attention. The rest is well documented on the walls of all of the Chef's restaurants in a series of pastels. Claude studied at the *École des Beaux-Arts* in Paris before embarking in a career in the advertising and publishing industries and spending a year as the "official artist" of Monaco at Prince Rainier's request in 1995. From New York to Tokyo, his exhibits—which reflect his passion for the styles of the Impressionist masters—have received great reviews.

Claude Chevalley did not start out painting landscapes, but upon discovering what Impressionists had laid their claim to fame on—that perfect light of Provence—his artistic focus was forever changed. "In Paris, shadows are grey; they have no color," says Claude. "In Provence, the shadow of a tree can be red or blue; it is a complementary color altered by an intangible element in the light there."



THE CRAFT OF COLOR

What Alexa Davis and her team, Shirley Buitrago and Marie Fedowitz, at ALD Productions strive to do is pull apart color and recreate it. At Bouley, they painstakingly apply numerous layers of mica glaze to the ceilings throughout the restaurant, to obtain texture not unlike real fabric. Then, using custom-mixed color to convey emotion, Davis creates the direction for the purpose of each space. In the main dining room, a suede-textured finish has been hand-rubbed with a 12-karat white-gold antique crackle varnish. The result is an opulence topped only by the appearance of Bouley's decadent dishes at each table.

With a BFA in sculpture from the School of Visual Arts in New York, and an unbridled passion for understanding how color works, Davis connects not only with the space she is working within, but also seamlessly connects adjacent spaces together.



Le Meunier has hand-selected these 15 cheeses that will be available at Bouley Market:

**Comté d'Alpages AOC
18 Months**

Cow—Jura
One hundred percent Montélarde cow's milk and free of additives, the Comté is aged for a minimum of 120 days. It has a nutty, slightly salty, yet sweet taste.

Morbier AOC

Cow—Jura
This smooth and sliceable cow's-milk cheese is still made according to tradition, with a fine dusting of ash between two layers.

Fourme d'Ambert AOC

Cow—Auvergne
A semihard blue cheese that is aged for a month during which time it is injected with sweet Vouvray moelleux wine, which also makes an excellent pairing.

Timanoix

Cow—Morbihan
A washed-rind cheese produced at a monastery in southern Brittany, it's rinsed in a walnut brandy and has a nutty note.

Tomme de Savoie

Cow—Savoie
Made from raw milk exclusively from cows in Savoie and Haute-Savoie, this traditional tomme is rich with distinctive herbal aromas that vary by producer.

Fouchtra de Vache

Cow—Auvergne
Similar to the Saint-Nectaire, this raw-milk cheese is aged for six months and has a brushed, clean crust. Volcanic terroir imparts distinctive flavor.

Puits d'Astier

Sheep—Auvergne
Aged on straw, this sheep's milk cheese has a delicate paste and a natural rind. Distinctive for the hole in its center, it's named is derived from the French word for well.

Galette d'Astier

Goat—Auvergne
Smooth and melty on the palate, the 10-week aging process allows for salty and pleasantly acidic notes that leave a delicate aftertaste of goat's milk.

Mimolette Vieille

Cow—Lille
Also referred to as the Boule de Lille, it resembles a cantaloupe at first glance. Naturally colored with annatto, the aged version, *vieille*, is chewy with a nutty-flavored crust.

Fumaison AOC

Sheep—Cantal
A raw sheep's-milk cheese that resembles a sausage, and is smoke-cured in much the same way.

Ossau-Iraty AOC

Sheep—Pyrénées
A firm, classic Basque cheese that has been made in the same tradition for centuries. It has an earthy quality similar to Sardinian pecorino, and is revered as one of the region's finest.

Petit Munster

Cow—Alsace
A 1,000-year-old recipe, this miniature round of washed-rind cheese is luscious on the palate with sweeter notes of hay.

**Tomme aux Piments
d'Espelettes**

Sheep—Basque Country
A firm sheep's-milk cheese that is coated in a light dusting of the Basque paprika, *piment d'espelette*, which imparts a toasty spiciness that enhances the cheeses own nutty, sweet flavor.

Tomme du Vieux Saulnois

Cow—Alsace
A semisoft, washed-rind cow's-milk cheese, it is rinsed with wine as it matures, which helps it to develop fruity notes with hints of mushrooms, grass, and butter.

Ossau-Iraty AOC

Sheep—Basque Country
A light, balanced Pyrénées sheep's cheese with fruit and nutty notes, it's considerably delicate for a mountainous-region cheese and has a thin, tart crust.

Rodolphe Le Meunier, Cheesemaster

Named the 2007 World Champion Cheese Affineur “Refiner” and honored as a Master Craftsman of France, Rodolphe Le Meunier now brings his passion and cheeses to Bouley restaurants.

Rodolphe Le Meunier at Bouley Bakery

In order to send his cheeses to David Bouley, Le Meunier had to first master the transportation cycle to ensure the cheeses spend the least time in transit possible.

He also needed to make certain that once the cheeses arrived at Bouley Market, they would be stored in optimum conditions to breathe and evolve naturally. Bouley built a specially designed cheese cellar for this purpose. The cellar itself has a viewing window that allow patrons to observe the cheeses, and the room is climate controlled—set to the exact temperature, humidity, and ventilation levels needed to create the perfect environment for the cheeses.

To complete the cycle, Le Meunier has developed a training program to teach Bouley’s staff how to care for, cut, and present the cheeses.

Rodolphe Le Meunier at Bouley Restaurant

Le Meunier has also provided a *coup de coeur* selection of five cheeses to be presented on a tasting plate at Bouley Restaurant. The seasonal assortment will change every few months, and Le Meunier will also conduct exclusive tastings, such as a trilogy of aged Comté d’Alpages including a 2008 aged 18 months, a 2007 aged 30 months, and a third from 2006 aged 40 months. They will be paired with a *vin jaune*, a regional white wine from France’s Jura region.

Rodolphe Le Meunier at Bouley Test Kitchen

There will also be cheese events at the Test Kitchen, where guests can taste all of Le Meunier’s cheese selections and learn how to incorporate them into recipes.





It Spent

12 YEARS IN A BARREL.

THE LAST THING IT WANTS TO SEE IS
THE INSIDE OF A BLENDER.



Appleton Estate Reserve Rum ©2009 Ko-brand Corporation, New York, NY. Product of Jamaica. Imported by Ko-brand Corporation, New York, NY. 40% ALC. BY VOL. Please sip responsibly.

www.appletonrum.com

CHEESE FONDUE

1 cup dry white wine
 1 teaspoon lemon juice
 1 pound Comté cheese, grated
 1/2 pound Emmentaler cheese, grated
 freshly ground pepper
 freshly ground nutmeg



Cheese Fondue and Vegetables

Serves 8

ROASTED EGGPLANT

Eggplant
 Garlic, minced
 Ginger, minced
 Capers
 Thyme, chopped
 Rosemary
 Sherry vinegar
 Balsamic vinegar
 Parsley, chopped

**FOR THE FONDUE:**

Heat the wine and the lemon juice in a heavy-bottom pot. Mix in the grated cheeses, and cook over moderate heat, stirring occasionally, until the cheese begins to melt, about 5 minutes.

Season with pepper and nutmeg and cook until creamy and smooth, about 10 minutes.

Don't overcook the fondue or it will get stringy. Serve at once.

CRISPY CABBAGE WITH CARAWAY AND SESAME SEEDS

Cabbage
 Oil
 Sea salt
 Fresh pepper
 Caraway seeds
 Sesame seeds
 Fresh chopped herbs, such as parsley, chives, and tarragon

**FOR THE EGGPLANT:**

Cut the eggplant into 1-inch-thick slices. Sauté in a heavy pan with a bit of oil. Season with salt and pepper and brown on both sides. Cook the ginger and garlic, and sprinkle over the eggplant. Layer in a baking pan. Sprinkle with capers, thyme, and vinegars.

Bake until tender. Finish with chopped parsley.

FOR THE CRISPY CABBAGE WITH CARAWAY AND SESAME SEEDS:

Cut the cabbage in half, cut out the core, and cut the cabbage into squares. Sauté in a hot pan with oil until light golden brown, approximately 2 minutes. Season with salt and pepper. Add the caraway and sesame seeds, and cook for an additional 2 minutes. Finish with fresh herbs.

FOR THE ROASTED BRUSSELS SPROUTS:

Preheat oven to 375°F. Trim the brown ends of the Brussels sprouts and peel off the outer layer of leaves, if damaged. Cut the sprouts in half. In a large bowl, combine Brussels sprouts with olive oil, salt, and pepper. Place sprouts on an oiled sheet pan and place in oven. Shake pan occasionally to guarantee even cooking and let cook until golden brown and tender. Finish with pistachio oil.

FOR THE BELGIAN ENDIVE:

Blanch endive in salted water for 3 to 5 minutes. Strain and transfer to a sheet pan and season with salt, pepper, and wonder flour. Sauté with olive oil to a light golden brown. Turn over and cook on the other side until golden. Deglaze with white wine and water, and reduce. Add the orange juice and reduce again. Finish with fresh thyme.

ROASTED BRUSSELS SPROUTS

Brussels sprouts
 Olive oil
 Sea salt
 Fresh ground black pepper
 Pistachio oil

BELGIAN ENDIVE

8 Belgian endives, cut in half
 2 oz olive oil
 2 oz white wine
 2 oz mineral water
 1 cup orange juice
 1/2 bunch thyme, chopped



"My name is Vitalie.
My legacy is Taittinger.
My passion is Champagne."

- VITALIE TAITTINGER

MAISON FONDÉE EN 1734
COMTE DE CHAMPAGNE
CHAMPAGNE
TAITTINGER
MAISON FONDÉE EN 1734
FONDÉE EN 1734
France
A REIMS
BRUT LA FRANÇAISE
ÉLABORÉ PAR TAITTINGER, REIMS FRANCE

VITALIE TAITTINGER IS AN ACTIVE MEMBER OF THE FAMILY CHAMPAGNE HOUSE.

By The Ounce Wine Bar

Bouley's Wine Bar, By The Ounce, celebrates a hemispherical selection of over 250 wines, vintages, and elevations chosen by Chef Bouley with Sommelier André Compeyre.



Napa Technology's coveted wine-pouring system will allow guests to sample more varieties of wines available by the ounce, half glass, and full glass. Cheese selections will celebrate the work of cheese ager and maker Rodolphe Le Meunier, awarded Meilleur Ouvrier de France (Best Artisan in France), the 2007 International Caseus Award, and 2007 World Champion Cheese Affineur "Refiner." A sample selection chosen from the over 450 cheeses he nurtures include Brin d'Amour, Fourme d'Ambert, aged Comté, and St. Amour. Chef Shea Galante is in the kitchen crafting Bouley-made pastas along with hams, smoked fish, and a selection of vegetables and other menu items that will be celebrated.

By The Ounce is the first restaurant in New York to utilize Napa Technology's Wine Station.

Napa's goal was to create a high-tech wine dispenser that controls the amount of wine poured and keeps the wine fresh. Nick Moezidis, Jeffrey Brooks, and Morris Taradalsky are the three founders. "None of us came from restaurants, but we had tech DNA. We're three geeks, and that's where we came from," Moezidis says. "We found there were other products out there to preserve wines, but none of them had the controls that we can offer."

For any wine questions, contact sommelier Andre Compeyre at andre@bouleynyc.com.

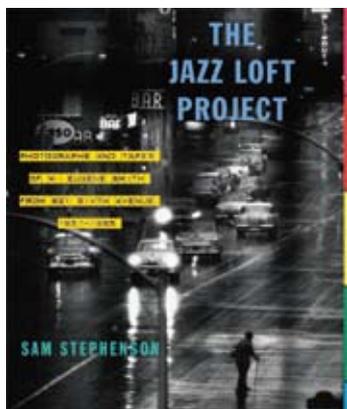


By The Ounce Wine Bar:
120 West Broadway

Reservations:
917.237.3207

open 6pm–12 midnight
closed Sunday

HAUTEBOOKS



THE JAZZ LOFT PROJECT:
Photographs and Tapes
of W. Eugene Smith
from 821 Sixth Avenue,
1957-1965
by Sam Stephenson

Published by Knopf
November 2009.

From 1957 to 1965, legendary photographer W. Eugene Smith made approximately 4,000 hours of recordings on 1,741

reel-to-reel tapes and nearly 40,000 photographs in a loft building in Manhattan's wholesale flower district, where major jazz musicians of the day gathered and played their music. 821 Sixth Avenue was a late-night haunt of musicians, including some of the biggest names in jazz—Charles Mingus, Zoot Sims, Bill Evans, and Thelonious Monk among them—and countless fascinating, underground characters. Smith photographed the nocturnal jazz scene as well as life on the streets of the flower district. He also wired the building like a surreptitious recording studio, capturing more than 300 musicians, among them Roy Haynes, Sonny Rollins, Bill Evans, Roland Kirk, Alice Coltrane, Don Cherry, and Paul Bley. He recorded, as well, legends such as pianists Eddie Costa and Sonny Clark, drummers Ronnie Free and Edgar Bateman, saxophonist Lin Halliday, bassist Henry Grimes, and multi-instrumentalist Eddie Listengart.

Sam Stephenson discovered Smith's jazz loft photographs and tapes 11 years ago and has spent the last seven years cataloging, archiving, selecting, and editing Smith's materials for this book, as well as writing its introduction and the text interwoven throughout.

"It brings a moment in jazz to life as perhaps no work in any other medium, including documentary cinema, ever has. Absolutely magnificent." —Booklist

"[A] landmark book. . . an essential book for jazz fans, photography lovers, and those interested in the history of New York." —Publishers Weekly's Pick of the Week

HAUTETASTE

THE LONE ACRE



One dude. One acre. One hundred varieties. Dan Machin has a plot of land in Riverhead, Long Island, where he grows vegetables and edible flowers, which he then sells at the farmers market at J.J. Byrne Park in Park Slope, Brooklyn. One of Machin's goals is education—to present different experiences to customers and get them to try new things, such as medicinal flowers, ground cherries, and tomatillos. No machines, no chemicals—with just an antique hoe and a lot of elbow grease—Machin's produce is the real farm-to-market deal.

loneacre.wordpress.com

HAUTENOTEWORTHY

MADE TO TASTE.COM



MadeToTaste.com is an online shopping destination that offers a curated selection of chef-created and chef-related products. Imagine shopping in a chef's pantry for food products, kitchen tools and accessories, and cookbooks! MadeToTaste.com also features chef demonstration videos, recipes, and wine and cocktail pairings.

Locations

www.davidbouley.com



Bouley Restaurant
163 Duane Street
New York, NY 10013

Tel: 212.964.2525



By The Ounce
Wine Bar
120 West Broadway
New York, NY 10013

Tel: 917.237.3207



Bouley Bakery & Market
120 West Broadway
New York, NY 10013

Tel: 212.219.1011



Bouley Upstairs
130 West Broadway
New York, NY 10013

Tel: 212.219.1011



Test Kitchen
By appointment only
88 West Broadway
New York, NY 10007

Tel: 212.962.2902

Private Events & Catering

Danielle Falcone
danielle@bouleynyc.com

Maguy Gagnaire
Director of Operations
Maguy@bouleynyc.com

Tel: 212.962.2902

COME TO LEBLON HAVE A CAIPIRINHA



BRAZIL'S FINEST CACHAÇA

WWW.LEBLONCACHACA.COM

MIDDLE RESPONSIBLY. LEBLON (BRAZILIAN RUM). 40% AC./VOL. (80°). IMPORTED BY LEBLON, LLC MANHASSET, NY.



Carbon negative.
Globally positive.

At FIJI Water our mission has always been to bring you the finest, best-tasting water on earth. To ensure this for years to come, we're going "carbon negative." Which means reducing CO₂ emissions across all of our products. Changing 50% of our bottling facility's energy to renewable sources by 2010. And partnering with Conservation International to help save the largest rainforest in Fiji. Making FIJI Water the first carbon-negative product in our industry. And perhaps the most positive for the world.

© 2008 FIJI Water Company LLC. All rights reserved.

fijigreen.com

