

HLP  
2012

LDV HOSPITALITY RESTAURANTS AT REVEL

# the good life



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Cover photo from Federico Fellini's *La Dolce Vita*, 1960

Photo by William Klein

Contents page photo from *Roman Holiday*, 1953

Photo by Augusto Di Giovanni

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# Sharing La Dolce Vita



Opening three new restaurants is no small feat. To seamlessly open them all at the same time might be only slightly short of a miracle. Recalling the effort puts smiles on the faces of LDV principals John Meadow and Curt Huegel, who see American Cut, Azure, and Lugo as successful on many levels since the April opening of Revel in Atlantic City. Here, they push past the early days and talk about the culture of longevity now that the beach towels have been folded and put away.

It was always important to us from the very beginning to create restaurants that cultivate an independent spirit. This has been our philosophy not only at Revel but also with every chef and partner we have and each concept we brand. It would have been easy to simply replicate the places we already had, but that wasn't our goal. Of course, we were thrilled to be in Revel, we were thrilled to be in Atlantic City, and that's why we wanted to tailor each experience so that our restaurants really become authentic resort destinations instead of just casino amenities.

You see it too often: New York restaurants opening in large Vegas casinos, but they just

aren't the same. You don't feel the fit. A dining experience in an independent restaurant is worlds apart from food you get at most airports, hotels, and casinos—and I'm proud to say that's what we achieved with three fantastic restaurants at Revel. It was extremely satisfying to see our vision for each place come to fruition and have guests recognize this, which is exactly what happened. American Cut is a new concept. We knew we had this fantastic chef in Marc Forgione, but the reality is: American Cut was built and brought to life, and it worked. And now we meet countless people who tell us that it is the best restaurant in New Jersey. We already had one restaurant with Alain Allegretti

in New York, but the fact of the matter is that Azure is a totally different place, and a lot of locals find it to be a great destination spot for their Saturday nights out. They are getting dressed up and excited about having a piece of the South of France in their own backyard. Even Lugo, which was not created for Revel, has taken on a personality of its own that is locally driven.

So that next step of excitement and satisfaction for us was to develop relationships with regular, repeat customers by becoming a part of the local community. Both Curt and I are members of the Atlantic City Chamber of Commerce, and we work with Revel to create cohesive

plans that address the needs and wants of the local community. We both feel we have made a great effort to integrate ourselves with the residents over the course of our first summer and, in turn, we have felt the reciprocation in terms of lots of familiar faces. Grassroots campaigns are a big part of this.

Hype might bring in a customer, but every great restaurant cultivates the repeat guest. It's always about the entire team in terms of being right about the food, the design, and the vibe—our version of "Lights, camera, action!" Our teams at Revel have worked hard to create a guest experience that has been well received and fuels a loyal customer base that makes for busy and exciting restaurants.

Eventually, the passing of time will reinforce everything in terms of business and convention

bookings. People have now had a chance to experience Revel, and they are coming back. The nightclub opened and it is fantastic. The gaming volume is increasing. By next summer, the day club will be fully activated. Adding all these exciting layers and dynamic offerings to the total Revel experience improves everything, amps up the energy—and that's good for business all around.

We never looked at the situation here solely as an opportunity to be in this fantastic, high-rolling casino, because that is not the essence of who we are as individuals and as a company. LDV Hospitality was built on a commitment to bringing to life *la dolce vita* through each of our restaurants, and this very naturally extends into the family culture we have created for our restaurant talent and restaurant friends.

In many ways, our experience at Revel has afforded us the first opportunity to brand these restaurants with an LDV stamp of validity, so that the real connection between all of our properties isn't just that they are owned by the same people but that they promote the same values.

When Curt and I inject our hearts and soul into something, it gives the brand and our company a real personality. And this benefits everyone: it excites the customer, gives a real sense of pride to our staff, and ultimately makes our restaurants better. And it is this foundation on which we want to continue to grow, nurturing each of our existing projects as we take on new ones.

—John Meadow



# Limited Production



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## Something for Everyone

**“We felt going in that Lugo Cucina e Vino at Revel was the one restaurant that would be very appealing to a critical mass of guests because it offers something for everyone. It has been well received because it became exactly what we wanted it to be: a place where you can come in and have a casual drink, and still have a dining experience in the back. Between the coffee and espresso bar and the fact that we are now open for lunch, we get a regular stream of people from 11 in the morning until midnight.” —Curt Huegel**

“What makes Lugo so special is its personal, approachable experience for everyone. It’s the only LDV restaurant that was not ‘created’ in Atlantic City. Both our New York and Revel locations share the same level of heartfelt approach in terms of ambiance and service, and the food is real. Lugo personifies who we are and our values—so much so, it’s kind of the cornerstone of our business. The idea of Lugo is that this ambiance can be recreated anywhere: it can travel and be received in a lot of different cities, and Revel is a great example of this mobility.

The concept of a neighborhood restaurant in a casino is virtually impossible to achieve, and yet

Lugo is becoming that kind of faithful staple. We always intended for Lugo to be that place of comfort where you can find those signature dishes that offer you a true Italian dining experience—the meatballs, the Neapolitan pizzas, the homemade pastas—and you can relate to it, and that’s exciting to you. We have a loyal repeat clientele at Lugo and that’s because we’ve found a way into the local community.

Lugo is a communal, accessible indulgence in the good life, as opposed to a privileged life—essentially, that’s LDV Hospitality. It’s a place that invites you to come back over and over again.” —John Meadow



## CAVATELLI MALLOREDDUS

Serves 4

### INGREDIENTS

8 oz whole peeled plum tomatoes  
 12 oz sweet Italian sausage  
 1 tsp butter  
 1 each onion, small dice  
 1 tsp garlic, minced  
 1 each bay leaf  
 1/4 cup taggiasca olives pitted  
 3 tbsp heavy cream  
 1 tbsp extra-virgin olive oil  
 Fresh ricotta  
 1 tsp chopped parsley

Homemade cavatelli pasta—either the Lugo recipe at right or from the store.

### FOR THE SAUCE

1. In a separate bowl, crush tomatoes by hand until there are no large pieces.
2. Heat pan on medium-hot heat and cook sausage through, then remove.
3. Add butter and onion in the same pan and sweat on low heat until transparent.
4. Add garlic and cook with onion for 3 minutes.
5. Add cooked sausage, crushed tomatoes, bay leaf, and olives to the pan and cook for 10 minutes.
6. Add heavy cream and cook for 15 minutes on low heat.

### FOR THE PASTA

- 1 3/4 cup warm water  
 1 tsp salt  
 1 tbsp extra-virgin olive oil  
 1 lb semolina flour  
 1 egg
1. Mix together warm water, salt, and olive oil. Add semolina and egg. Mix on 2nd speed until dough becomes almost white in color, about 3 minutes.
  2. Rest dough in plastic wrap for about 10 minutes.
  3. Make cavatelli with machine.

4. Cook your homemade or store-bought pasta in salted water for about 5 minutes then add pasta to sauce, adding a tablespoon of olive oil and sprinkle of parsley. Top with a dollop of ricotta and enjoy!

# AZURE: THE BOLD AND THE BEAUTIFUL



“Bringing the South of France to Atlantic City was by far our boldest move at Revel, and our guests have really appreciated it. Azure is all about that aspirational experience: it’s about the bright, vibrant room; the view of the sea; the sexy lounge music; and the great food. It’s an escape into another world, and that makes for a big night out. I think that’s what really resonates with a local community who might not want to be out until 1:00 a.m. at a nightclub but is still looking for a real dining-entertainment kind of experience. Alain’s food is simple, but he has a very precise technique and is a real stickler for sourcing fresh ingredients. It’s a relatively straightforward seafood program paired with lots of glasses of rosé, the right music, a unique room, and a sexy crowd.” —John Meadow

“Opening Azure has been a great experience because the customers really seem to be enjoying it. The location is just spectacular, with high ceilings, high windows, and the ocean view. There is a carefree St. Tropez/

Capri ambiance, good music, and professional but never uptight service. There’s nothing over the top or crazy about it; it’s simply a fun day-to-day restaurant that allows you to come in the way you want to and have a good time.

While the idea and taste for each dish has remained the same, we have adapted our menu to fit our clientele. Everything served is relatable with full-bodied flavors that allow me to tell a story about the Riviera with my food. And while we do offer meat dishes, our seafood shines: salmon, scallops, Chilean sea bass, lobster, branzino, and our highly demanded seafood

risotto. Our whole fish is deboned for the utmost convenience of our guests. We add a few tableside presentations because of the charm of the show, but that’s the extent of it.

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***“Making a seafood restaurant ‘fun’ is one of its most challenging aspects and something we thought long and hard about. Azure perfectly captures the playful joie de vivre of the French Riviera and it has really resonated with guests. This is a big, beautiful restaurant that sees the most repeat clientele of all of our venues at Revel.”***

—Curt Huegel

What has been the most exciting part for me is to watch the diners take in and enjoy the entire experience. This restaurant is a big part of who I am. The Mediterranean coastal cuisine is what I grew up on. And so having a chance to not only showcase my roots

but also see it succeed is fantastic.” —Chef Alain Allegretti

# AZURE LOBSTER SALAD

## Mustard Potatoes, Haricots Vert, Asparagus, and Tomato Coulis

Serves 4

### SPECIAL EQUIPMENT AND UTENSILS

2 long stainless steel skewers, lobster claw cracker, kitchen scissors, Vitamix or any bar blender, high-heat thermometer, slotted spoon, chinoise, 4 by 2-inch high ring molds, 2 small squeeze bottles

### INGREDIENTS

3 medium Spanish onions  
1 carrot  
1 1/2 cups white wine  
1 cup white wine vinegar  
3 bay leaves  
1 tbsp black peppercorns  
Two 1 3/4 lb. hard-shell Maine lobsters  
6 oz fingerling potatoes  
1 oz smoked bacon  
1 tsp mustard seeds  
1/2 tsp mustard oil  
2 cups extra-virgin olive oil  
6 oz haricots vert  
1 bunch pencil green asparagus  
1 head frisée salad  
2 cloves garlic  
3 vine-ripened tomatoes  
20 basil leaves  
Salt and pepper  
Pinch cayenne pepper  
1 cup canola oil or any frying oil  
2 oz. premade mayonnaise  
4 lemons  
1 shallot  
2 oz crème fraîche

### FOR THE LOBSTER

1. Make 1 gallon court bouillon: In a 2-gallon pot, combine and bring to a boil 1 gallon water, 1 medium-size peeled and quartered Spanish onion, 1 peeled carrot cut in 4, 1 lemon cut in half, 1 cup white wine, 1/2 cup white wine vinegar, 2 bay leaves, and 1 tablespoon black peppercorns.
2. Simmer the court bouillon for 5 minutes.
3. Insert 2 long stainless steel skewers along the back of the lobster moving up from the tail.
4. Poach the lobsters in the simmering water for 9 minutes.
5. Prepare an ice bath of 1/2 gallon water and 2 cups ice to chill the lobsters after cooking. Chill the lobsters for about 7 minutes.

6. Remove the lobsters from the water bath. Detach the head from the tail. Detach the claws from the head, then the claws from the knuckles. Crack the claws with the lobster claw cracker and remove the meat, making sure to remove the cartilage. With the help of kitchen scissors, cut the tail shells lengthwise and remove the tail meat. Do the same with the shell carcass and set aside.

### FOR THE POTATOES

1. Bring 2 quarts of salted water to a boil, add the fingerling potatoes, and simmer until cooked.
2. Remove and let cool, then skin the potatoes with the help of a paring knife. Reserve in a small container.
3. Peel and halve one small Spanish onion. Cut the 2 sides into julienne.
4. In a casserole pan, sauté the bacon and add the sliced onions, 1 bay leaf, and mustard seeds and cook until the onions are tender, about 12 minutes.
5. Deglaze with 1/2 of the remaining vinegar and reduce, then add the 1/2 cup wine. Reduce and remove from the stove.
6. Cover the potatoes with the pickled-onion mix and toss together.
7. Add the mustard oil to 1 cup of olive oil and cover the potatoes with the mix. Set aside and infuse for 2 to 3 hours.

### FOR THE HARICOTS VERT

1. Snip the haricots vert and cook in salted boiling water until tender but still crisp, about 3 minutes.
2. Chill in ice water for about 2 minutes. Remove and drain.
3. Cut the haricots vert in 1/3-inch ring pieces.

### FOR THE ASPARAGUS

1. Cut 2 inches from the bottom of the asparagus and discard.
2. Proceed as for the haricots vert, reducing the cooking time to 1 1/2 minutes.

3. Remove the asparagus from the ice water and cut the tips off 2 inches in length.
4. Cut the rest of the asparagus the same size as the haricots vert.

### FOR THE FRISÉE

1. Trim the frisée and discard the outer green and tough leaves.
2. Wash thoroughly and pat dry.
3. Roughly chop.

### FOR THE TOMATO COULIS

1. Peel and chop 1/2 Spanish onion and sauté in a little olive oil on low heat.
2. Chop the garlic cloves and add them to the onions. Cook until tender.
3. Wash and roughly chop the tomatoes and add them to the onions. Continue cooking on low heat until dry and pasty.
4. Add 3 basil leaves and transfer to a Vitamix or blender. Blend until smooth and season to taste with salt and pepper, cayenne pepper, 2 tablespoons of olive oil, and 1 teaspoon vinegar. Continue blending.
5. Pass everything through a chinoise and reserve.

### FOR THE BASIL MAYONNAISE

1. In a small pot with the help of a high-heat thermometer, bring the canola oil to 320°F.
2. Drop the rest of the basil leaves in the oil and cook for 20 seconds. Remove with a slotted spoon and let dry on absorbent paper.
3. In the blender, blend the fried basil leaves with 1 tablespoon of olive oil. Pass through a chinoise with the help of a small ladle.
4. Mix the basil oil with the mayonnaise.

### FOR THE LEMONETTE

1. Juice the lemons and blend with the remaining olive oil. Season with salt and pepper.

### TO ASSEMBLE

1. Cut the lobster tails into thin medallions. Each tail will make 2 salads. Cut the claws in half lengthwise on an angle. Place the lobster meat in a bowl and toss with 3/4 of the lemonette. Add salt if needed.
2. In a small bowl, mix the haricots vert, asparagus (reserve the tips for garnish), chopped shallot, and crème fraîche. Season to taste with salt and pepper.
3. Remove the potatoes from the pickling juice and dry on absorbent paper. Slice the potatoes 1/3-inch lengthwise.
4. Fill the squeeze bottles, one each, with basil mayonnaise and tomato coulis.

5. Dress the frisée salad and asparagus spears with remaining lemonette.
6. Place the ring molds in the middle of 4 plates. Place the potato slices inside the ring molds to cover the bottom of the plate. Place 1 tablespoon of the haricots vert and asparagus mix over the potatoes and spread evenly.
7. Fan the lobster medallions evenly on top of the vegetables. Distribute the knuckle meat in the center of the salad.
8. Garnish with the frisée and asparagus salad. Alternate dots of tomato coulis and basil mayonnaise all around the salad.



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A bottle of Trinchero Napa Valley wine stands in the center, flanked by two glasses of red wine. The bottle's label is the focal point, featuring a crest at the top and the text 'TRINCHERO NAPA VALLEY' in large, bold letters. Below this, it specifies '2008 MARIO'S VINEYARD CABERNET SAUVIGNON ST. HELENA - NAPA VALLEY' and 'Est. 1948' at the bottom. The background is dark and moody, with a blurred glass of wine to the left and a corkscrew resting on the surface in the foreground.

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2008

MARIO'S VINEYARD

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# Sunset Menu

The last seating for our special sunset dining is at 7 p.m.

azure  
*by allegretti*

AMERICAN CUT



## APPETIZERS

*choice of*

Chef's Seasonal Soup

Boston Lettuce  
seasonal herbs, crispy shallots, mustard  
vinaigrette

Jumbo Lump Crab Cake  
winter vegetable salad, roasted pepper coulis

## ENTRÉE

*choice of*

Mediterranean Branzino "Isolana"  
potato, leeks, olive and herbs sauce

Free-Range Chicken  
Brussels sprouts, bacon, chestnuts, natural jus

Paccheri  
veal ragu, wild mushrooms, rosemary snow peas

## DESSERT

Vanilla Crème Brulee  
chocolate-orange cookies

\$45 per person  
5pm - 7pm

## FIRST COURSE

*choice of*

Sushi-Grade Tuna Tartare, Miso Dashi,  
Calamansi Lime, American Caviar

OG 1924 Hotel Caesar Salad, Lemon,  
Parmigiano-Reggiano, Bread

Black Pig Meat Co. Bacon, MF Steak Sauce,  
Black Onion

## ENTRÉE

*choice of*

8-oz Filet Mignon

Bell & Evans Chicken Under a Brick,  
Pan Drippings

Dad's Planked Salmon,  
Old-Fashioned Egg Sauce

## SIDES

*choice of*

Twice-Baked, Parmesan, Truffle

Carrot Glazed Carrot, Mint

Wood-Fired Cream Spinach, Sunchoke

Potato Puree "Robuchon," Local Butter

Hen of the Woods Mushrooms, Soy

## DESSERT

Chef's Choice of Dessert

\$45 per person  
6pm - 7pm

## FIRST COURSE

*choice of*

Romaine Salad  
shaved parmesan, Caesar dressing

Meatball Pomodoro  
pomodoro sauce, Parmigiano-Reggiano

Calamari  
fried crispy, garlic-lemon aioli, marinara sauce

## ENTRÉE

*choice of*

Rigatoncini Bolognese  
traditional veal, pork, beef ragu  
and tomato sauce

Chicken Alla Parmigiana  
mozzarella and pomodoro sauce, spaghetti

Organic Atlantic Salmon  
spinach spaetzle and rock shrimp

## DOLCE

*choice of*

Cannoli  
citrus chocolate chip  
Chocolate Molten Cake  
stracciatella gelato

\$35 per person  
4pm - 7pm

# Cutting Your Chops The American Way

He's a Michelin-starred Iron Chef, so it could have been easy to create a menu that would intimidate people with its bold flavors and unfamiliar ingredients. Instead, Marc Forgione has felt the welcoming, open arms of his customers as they embrace his creativity, which gives him something to muse over . . .



"Marc Forgione has an extraordinary ability to truly concentrate and drive flavor. We have never worked with a chef who has such a bold flavor profile. Technically, Marc is a very valid chef, but his whole approach really has chops to it. When you read the American Cut menu, you quickly realize that it speaks to everyone. It's not fluffy or pretentious; it's a good, straight-ahead, New American steakhouse where he is able to reinterpret these classics and give them real character—specifically Marc Forgione character—to deliver something other than the conventional heart-attack steak. It makes a real impact because he uses the best products in the country, has perfect technique, and does an extraordinary job of training his staff. At the end of the day, you have equally intense flavor delivered in a different fashion. And when you go through all the dishes, right down to the sides, the flavor is so bold that it resonates with the client base. I don't think Atlantic City has ever seen a steakhouse that looks and feels quite like American Cut: dark and sexy with Led Zeppelin playing in the background. It has real personality." —John Meadow

"All I can do as a chef is follow my gut. And as it happened, some of the menu items that could have gone either way ended up becoming our most popular. I attribute that to the uniqueness of the dish. Take our Seafood Tasting: the custom-made double tower is not only impressive in that it takes two servers to get to the table, but it's a unique approach to the typical *plateau de fruits de mer* as there is both hot and cold seafood including chili lobster, BBQ baked oysters, raw oysters, shrimp cocktail, yellowfin tuna, hiramasa, and jumbo lump crab. It's badass! And our prime 28-day, dry-aged Tomahawk Rib Eye Chop, seasoned with smoked salts and cooked in a cast-iron pan at 600 degrees in a woodburning stove, is another favorite—I think in part because it adds an indulgence to something very familiar to all of us.

The first year of any opening is an unknown, but I really feel like we connected with the local clientele. When I talk to our guests, I find a lot of them have driven in for the night from Philly or the surrounding Jersey Shore areas, like Cherry Hill and Brigantine. It's exciting because, while we're not the first to do a steakhouse

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***"A steakhouse in any casino resort is the default, fine-dining, high-end restaurant choice. So when you take that default and provide the quality product that we're able to with American Cut, you pick up double the momentum."***

**—Curt Huegel**

in Atlantic City, I really believe we are offering something that is a little different at a very competitive price, in a space that is definitely not your typical establishment. We wanted to create an environment conducive not only to guys with cigars but also girls who want to come in and have a great meal and some fun cocktails. And that's exactly what we did. It's rock 'n' roll man, and I wouldn't have it any other way. So I'm extremely grateful to all our customers for our initial success!" —Chef Marc Forgione

# 28-DAY, DRY-AGED PRIME CREEKSTONE FARMS TOMAHAWK CHOP, CHIMICHURRI

Chef Marc Forgione

Serves 2



## FOR THE CHIMICHURRI SAUCE

3/4 cup extra-virgin olive oil  
1/2 cup chopped fresh flat-leaf parsley  
1/2 cup chopped fresh cilantro  
3 tbsp minced shallots  
1 tbsp red pepper flakes  
1 tbsp minced garlic  
Kosher salt  
1/4 cup sherry vinegar

## MAKE THE CHIMICHURRI SAUCE

1. In a medium bowl, mix together the olive oil, parsley, cilantro, shallots, pepper flakes, garlic, and salt.
2. Cover and refrigerate for at least 2 hours or up to 1 day.
3. Right before serving, add the sherry vinegar. (Vinegar, if allowed to rest too long, will ruin the bright, green color of the sauce.)

## FOR THE TOMAHAWK

One 40-oz dry-aged tomahawk chop, about 2 1/2-inches thick  
Kosher salt  
Freshly ground black pepper  
Canola oil  
4 oz (8 tbsp) unsalted butter  
1 head garlic, halved horizontally  
6 sprigs fresh thyme

## MAKE THE TOMAHAWK

1. Preheat oven to 350°F and position rack in the middle of the oven. Pat the steak dry and season liberally with salt and pepper on both sides. Let the steak come to room temperature before cooking.
2. In a large ovenproof sauté pan set over high heat, warm enough oil to cover the bottom of the pan just before it starts to smoke. Add the steak and sear for 1 minute.
3. Reduce heat to medium-high and cook the steak, without moving it, for about 4 minutes. Check the bottom of the steak to see if it is charred to your liking, and flip to the other side and cook for another 1 to 2 minutes.
4. Transfer to a baking sheet and cook in the oven for about 10 minutes for medium rare.
5. Return the steak to the pan, and over medium heat add the butter, garlic, and thyme. Increase heat to high and baste steak for about 2 minutes (if the butter starts to burn, lower the heat and add a bit of oil to the pan to reduce the overall temperature of the butter).
6. Transfer the steak to a plate and let it rest for 10 minutes before serving. Reserve the brown steak butter in the pan. When ready to serve, slice the steak across the grain.

## ASSEMBLE THE DISH

1. Divide the sliced steak between 2 warmed plates and sprinkle flaky sea salt on top.
2. Spoon chimichurri on top of the steak, drizzle with reserved butter, and sprinkle with smoked salt and black pepper. Serve with more chimichurri on the side.

# RESPECTING THE BEAN

IT'S EASY TO SEE WHY PEOPLE GET EXCITED ABOUT COFFEE SINCE WE DRINK QUITE A LOT OF IT. MAYBE NOT AS MUCH AS IN ITALY, WHERE, AS GENNARO OLIVA OF LDV IMPORTS EXPLAINS, THE AVERAGE DAILY CONSUMPTION IS EIGHT TO TEN ESPRESSOS A DAY.



Sounds crazy, but today it's not just the Europeans who take their coffee seriously. The American coffee culture has grown tremendously in a relatively short time—and Gennaro, for one, is happy about the healthy marketplace that has enabled Aneri Tricaffe espresso and Corso coffee to percolate at a fast pace.

Over the past six months, the brand has expanded greatly within New York and into New Jersey, Connecticut, Virginia, and Pennsylvania. In addition to being served at Lugo, American Cut, and Azure, Aneri and Corso are exclusively served at O Bistro—the only breakfast spot in the Revel resort.

During the Olympics in London this past summer, we were chosen as the official coffee served at Cafe Italia in the Olympic Village. This was quite an honor, not only given how important coffee is to the Italian athletes but also because this was great exposure for our brand. Every event held there that was covered by Italian television showed the Aneri Bar, and it created a lot of momentum for us. It helped our brand recognition in Italy as well as in the States.

Our coffee is becoming a coffee for fanatics. We feel it in the responses we get from customers, the way it's sought out at other locations, in the emails complementing us. Recently, a doctor from New Jersey called me up to tell me how a cup had transported him to Italy for an hour! Now we are being requested by referral. It's really amazing to be a part of that, to watch your customers referring your brand to other restaurateurs.

The espresso definitely sets itself apart. Not a

lot of people have ever tasted a wood-roasted coffee, which makes it all the more intriguing. You can see the immediate reaction on their faces after they taste it, the recognition of the flavor, the smile as they settle into it—that familiar essence of “woodiness” a place in their minds.

The way this business grows is as important to me as the idea that every cup of coffee is made to perfection. I want to take my time, do things correctly, complete each task fully before moving on to the next area of business. Before I seek out the right retail partners, I want to solidify the brand on the restaurant level. This is my baby, and growing a business is like educating your own child. We are not in a rush. We want our customers to understand that our number-one concern is their satisfaction, not our profits. We care about what people think.

Competition is healthy—it shows the potential of the coffee market. Having other brands out there helps your own brand grow. Their success is my success. Six years ago, you would have been crazy to start a conversation about a cup of coffee. Coffee was just a cup of joe. Now it's taken seriously. Stumptown, Blue Bottle, La Colombe, Aneri: when you call out your favorite types by name, you give coffee validity, identity, and respect. I am all for competition as long as it is healthy and companies respect the marketplace. The coffee market is still virgin territory, where customers tend to pick up what they hear instead of analyzing it for truth. As long as everyone does their fair share to respect the business, we will all continue to make coffee for the right reasons. The bottom line is: we're coffee lovers first!



## CAFFÈ DEL RE

In Italy, one of the most elegant ways to drink an espresso is by replacing the sugar with a small spoon of fresh-made *panna montata*, or whipped cream. This recipe comes from the early 1900s and was the preferred drink of the last Italian king, Umberto II. In his honor, it's called Caffè del Re—the king's espresso.

## TO MAKE

1. Prepare one shot of Aneri espresso.
2. Add an espresso spoon of freshly whipped cream—sweet, if possible.
3. Top with a sprinkle of dark chocolate shavings.

# In 1910, we started with 5¢ bundles of bags.

## *Continuing a Tradition...*

For over a century the Halper family has been providing quality products and services to the restaurant and food service industry in the greater New York and New Jersey areas. This great family history has resulted in a wealth of experiences, knowledge, and dedication that one could say is "in the blood" of the owners of I. Halper Paper & Supplies.

While times have certainly changed since 1910 when great-grandfather Max Halper sold 5 cent bundles of bags to the merchant peddlers on Prince Street, some things at Halper have remained the same: treating customers as individuals with "Service as it Should Be."

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**I. HALPER**  
PAPER & SUPPLIES, INC.

Newark, NJ 1940.

From left: Uncle Edward, Grandpa Ben, Great-Grandpa Max  
and Uncle Sam Halper.

THE CONVERSATION BETWEEN CHEF AND DINER  
BEGINS WITH WHAT'S ON THE PLATE



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MICHAEL GOLDMAN

Editor-in-Chief  
PAMELA JOUAN

Design Director  
JANA POTASHNIK  
BAIRDesign, Inc.

Managing Editor  
CHRISTIAN KAPPNER

Assistant Editor  
STEPHANE HENRION

Senior Copy Editor  
KELLY SUZAN WAGGONER

Contributing Writer  
PAMELA JOUAN

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Advertising Inquiries  
718.288.8688

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321 Dean Street  
Suite 1  
Brooklyn, NY 11217  
www.hautelifeapp.com  
info@hautelifeapp.com

Subscription Inquiries  
718.288.8688  
subscriptions@hautelifeapp.com  
or visit www.hautelifeapp.com

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1 part ABSOLUT® VODKA  
3 parts pink grapefruit juice  
Pour over ice  
Garnish with a grapefruit slice

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