



ELEVEN MADISON PARK



Welcome,

The past year and a half has witnessed incredible and exciting change at Eleven Madison Park. We've made all of the recent enhancements with one goal in mind: to provide our guests with an exceptional dining experience that continually exceeds expectations. From subtle tweaks to major redesigns, we are thrilled with the restaurant's transformation, and we have been delighted with the overwhelmingly positive response from our guests.

We constantly seek fresh, innovative ways to perfect the delicate balance between the restaurant's classic inclination and its modern, forward-moving sensibility. This vision is translated through our cuisine, which takes a contemporary approach to classic French flavor combinations, our gracious style of service, wine selections which highlight both pedigreed and emerging wine-makers, and our sophisticated décor which complements the restaurant's magnificent frame.

Throughout the course of the restaurant's evolution, we have been graced with an incredible staff, loyal guests, a thriving community, and top-notch purveyors. Without your support, we would never have been able to realize our dream for the restaurant. We are sincerely grateful to you for allowing us to evolve, and for your willingness to provide the insights that have been invaluable to our success.

Dear Friends,

As you may know, the last year and a half has been a period of exciting evolution at Eleven Madison Park. In fall of 2005, we embarked on a nationwide culinary search to find a new executive chef of Eleven Madison Park. We were looking for someone who was not only immensely talented, but who was also poised to lead the next generation of great chefs in America. We met and tasted the food from many gifted chefs, and tried to identify the culinary style that would most harmoniously complement the restaurant.

Set in a gorgeous, soaring space in a marble-filled, historic art deco building, it was clear that Eleven Madison Park's elegant "bones" would not (and should not) be ignored. Every discussion came back to the restaurant's grandeur—the dramatic ceilings, the urbane décor, the tireless beauty of the room—and we concluded Eleven Madison Park's next culinary chapter must reflect its majestic setting.

In San Francisco, we found our Chef in the young, Swiss-born Daniel Humm. At the time, Daniel was receiving raves as Executive Chef of Campton Place for his modern, sophisticated French cuisine that emphasized purity, simplicity and seasonal flavors and ingredients. Immediately upon tasting Daniel's stunningly delicious food, we knew we had discovered the individual whose very refined style would lift Eleven Madison Park to higher heights. Daniel's cooking appeals to the head, heart, palate, eyes and nose—and more than holds its own within the splendor of the space.

In January 2006, Daniel accepted our invitation to transform Eleven Madison Park into the restaurant it was destined to become. Under Daniel's brilliant leadership, the

We are delighted to have the opportunity to share with you some stories from behind-the-line that we are most excited about right now. From our innovative, seasonally-inspired cocktail program to a tour through Burgundy to a feature on a favorite local supplier—you'll experience a taste of what we've been working on. We hope you will enjoy these stories as much as we enjoyed putting them together.

As for the future of Eleven Madison Park, we envision nothing but endless inspiration complemented by an unwavering commitment to the journey of excellence and a deep-rooted passion in all that we do.

We look forward to welcoming you soon to Eleven Madison Park.

Warm regards,



Will Guidara
General Manager



Daniel Humm
Executive Chef

restaurant has gone through an amazing evolution. Our dedicated team has carefully and subtly reconsidered every detail, from menu design and service to cutlery and glassware to lighting and floral arrangements. Their efforts have paid off, as just a year after his arrival, in January 2007, Daniel and his team led the restaurant to its first three-star review from *The New York Times*.

Throughout this process, we often felt as if we were changing the wheels on a high-speed train in full-motion! And we're keenly aware that this relative redesign would have been impossible without the gracious and welcome support of our staff, guests, community, suppliers, and investors. As you can imagine, it has been challenging to create so much change in an existing, fully operating business, especially given so many dedicated guests who were happy with things just as they were. The time had come to allow Eleven Madison Park to blossom into its proper place among the great restaurants in the country.

We thank each of you for continuing the dialogue, and for granting us an opportunity to present to you this new vision. See you soon at Eleven Madison Park!



Danny Meyer





A CONVERSATION WITH EXECUTIVE CHEF DANIEL HUMM

In just under two years as Executive Chef of Eleven Madison Park, Swiss-born Daniel Humm has distinctively made his mark on the New York food scene. Only a year after his arrival, *The New York Times* awarded the restaurant its first three-star review.

Daniel honed his skills in some of the finest restaurants in Europe, including the Michelin three-star Pont de Brent near Montreux and Gasthaus zum Gupf in the Swiss Alps, where he earned his first Michelin star at the young age of 25. At 27, Daniel was lured to the United States by the offer to be executive chef of Campton Place in San Francisco, where he earned four stars from *The San Francisco Chronicle*. In January of 2006, Daniel moved to New York City to serve as the new executive chef of Eleven Madison Park.

Here, the 31 year-old chef shares his influences and inspirations.

How do you classify your cuisine?

Modern French with an emphasis on purity and simplicity. My training was rooted in classic French technique, but taking a contemporary approach to traditional flavors is what truly inspires me.

Your father is an architect and you considered following in his path, where did your passion for food come from?

I was surrounded by amazing food growing up. My mom is a great cook and she made lunch and dinner every day using the freshest ingredients from local farms and markets. When I was in school, I worked in a restaurant during summers. I discovered that I enjoyed the experiences in the kitchen more than my internships at architecture firms. I ended up making the best decision of my life by choosing to pursue my passion for cooking.

Are there parallels between architecture and food?

As I've evolved as a chef, I've come to see parallels between architecture and food. When you first learn to cook, you're focusing on building your foundation and

developing your style. Once you're in the position of chef and have a team helping you to execute, there is more time to focus on the vision and design of the food and the restaurant. Then, it absolutely becomes more architectural. I care a lot about food presentation, and believe it definitely adds to the entire dining experience.

You met your mentor Gérard Rabaey at Restaurant Pont de Brent. What did he teach you fundamentally about cooking?

He taught me great technique and extreme discipline, but above all else he taught me to understand food. In his kitchen, it all came together for me. I understood why fennel and tomatoes are such a great combination, why tarragon goes well with chicken, or why morels work so beautifully with peas—essentially, I 'got' why flavors work together. Once you understand that, it all becomes simpler.

Your menus are seasonal, what are some of your favorite fall ingredients?

I love the earthy flavors of the fall. We're using lots of mushrooms—porcini, black trumpets and chanterelles, for example. Most exciting for me are truffles—as white truffle season begins around this time, with the black truffles following in late fall. Game, especially venison and partridge, is wonderful in the fall. I also enjoy cooking with root vegetables such as parsnips, celery root and beets. And I can't leave out chestnuts, apples, pears and figs. The list could go on and on...

Where do you get most of your products?

We are fortunate to be based in New York City and have access to a wonderful selection of purveyors and ingredients. Our culinary team shops at the farmer's market in Union Square; we have great relationships with the farmers there, who

often work with us to grow and create any special items we request. We also buy from farms in upstate New York and Pennsylvania. We work with both small growers and big suppliers. As we tend to place large volume orders for the restaurant, we've been able to help support smaller growers with our business. If we really believe in a product, we try and do everything we can to support the supplier.

Have you noticed any differences working in America versus Europe?

I find it interesting how American cooks ask so many questions in the kitchen: why things are a certain way or why they aren't. In Europe, if the chef says "this is how we do it," there is no discussion as to why. I see benefits to both approaches. It's great that American cooks are so interested in learning about food and that there is an open, warm and friendly environment in the kitchen; at the same time there is something to be said about the European discipline.

How do you think you've grown as a chef?

Over time, I have become more self-confident and comfortable in my own style. I've been able to move beyond the self-imposed pressure to prove my skills in a certain technique, say foam for example. Now, I can be pleased with the creation of a dish that is no more than a piece of chicken, with asparagus and a great sauce.

Do you make any traditional Swiss dishes like fondue or rosti?

No. But I always look forward to enjoying these dishes when I go back home, because they evoke memories of my youth.

Who or what inspires you the most?

I'm continually inspired by my childhood. I have three younger siblings and my mom stayed home to raise us. We lived in a very small town, and the memories of walking home from school and smelling my mom's cooking wafting from the house are so special to me. I try to bring these memories to life at the restaurant through a menu which stresses purity, simplicity and seasonal flavors and ingredients—all cooked from the heart.

What do you want people to remember about your food?

I want guests to experience delicious and pure flavors, textures and ingredients. But, most importantly, I want them to enjoy their entire meal here and leave with wonderful memories and hopes of returning soon.



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Transforming Artisanal Into Art

From farm to plate, it begins and ends with quality



Eleven Madison Park has always been passionate about its commitment to supporting local farmers, many of whom showcase their products just a few blocks from the restaurant in the Union Square Greenmarket.

One such artisan is cheesemaker Lynn Fleming from Lynnhaven Farms located in Pine Bush, in New York's Ulster County. On her nine-acre farm she raises a herd of Nubian and LaMancha dairy goats from which she makes fresh artisanal goat cheese. Chef Humm discovered Lynn and her cheeses last fall at the Greenmarket, and the two struck up a friendship; he has been incorporating Lynn's premium product into his cuisine ever since. *"It's been amazing to be associated with Eleven Madison Park,"* says Fleming. *"Lynnhaven is just a small family farm, so it is truly fulfilling to see the results of our hard work appear on Daniel's menu."*

Presently, Lynn makes four goat's milk cheeses: chevre (plain or rolled in herbs and spices), feta, ricotta and camembert. She eventually plans to add hard and aged cheeses to her product line as well. The farm makes the cheese year round, typically producing 200 pounds per week (though in winter it can be half that amount). When she's not tending to her herd, Lynn can be found interacting with her customers at the Greenmarket, many of whom seek her out after dining at the restaurant. *"People often stop by the stand after recognizing us from Eleven Madison Park's menu. They want to talk about the product and usually purchase a cheese to try at home (with some even becoming regular customers). Being*

a farmer is not easy, but the wonderful way people have responded to the product has made it all worthwhile."

Lynn's cheeses have become a staple in Chef Humm's kitchen and he uses them in many of his dishes, including his signature beet salad (see recipe on the next page). *"Lynnhaven Farms shares the same standards of excellence as we do, and they create extraordinary products that we are excited to work with and present to our guests,"* explains Daniel.

You can find Lynnhaven Farms goat cheese at the Union Square Greenmarket on Wednesdays and Saturdays and in Brooklyn's Grand Army Plaza Greenmarket on Saturdays. You may also tour the farm by appointment.

Visit the website at www.lynnhavernubians.com for more information.

Beet Salad with Goat Cheese & Olio Verde

Serves: 4

INGREDIENTS

- 2 Red Beets (medium)
- 2 Chioga Beets (medium)
- 2 Yellow Beets (medium)
- 4 Teaspoons Olive Oil
- Salt
- 4 Oz Fresh Chevre Goat Cheese
- 2 Tablespoons Olio Verde Olive oil
- 2 Teaspoons Aged Balsamic Vinegar
- Fleur de Sel
- Ground Black Pepper
- 12 Nasturtium Leaves

Directions

Preheat oven to 350°F. Brush beets with olive oil and salt, and then wrap them individually in aluminum foil. Cook in the oven for approximately one hour, or until soft. Let beets cool so you can handle them. Peel the beets and cut into wedges. Toss in olive oil and balsamic vinegar.

Scoop the goat cheese (the cheese should be very fresh and soft) into a bowl. Arrange the beets on top and drizzle with olive oil and balsamic vinegar. Sprinkle with fleur de sel and pepper to taste. Garnish with Nasturtium leaves.



SHAKING UP THE CLASSICS WITH A MODERN TWIST

"The important thing is the rhythm. Always have rhythm in your shaking. Now a Manhattan you shake to fox-trot time, a Bronx to two-step time, a dry martini you always shake to waltz time."

William Powell as Nick Charles
-The Thin Man 1934

One of the hallmarks of Eleven Madison Park's cuisine is its modern interpretation of classic techniques as well as its emphasis on seasonal ingredients. That description carries through to the restaurant's innovative cocktail menu. "The cocktail program is designed to mirror what the chef is doing," explains Bar Manager Sam Lipp. "We want it to be rooted in the classics but adventurous at the same time—we constantly push the envelope." The program is two-fold: the Classic Cocktail menu, highlighting drinks from another era such as the Mint Julep and the Americano, and the Proprietary Cocktail menu, consisting of original concoctions created by Sam and his team.

The Classic Cocktail menu lists ingredients, the year the drink was created and its provenance. An example is the Moon Walk—an effervescent blend of Champagne, grapefruit juice, Grand Marnier and rosewater—created in 1969 at London's Savoy Hotel to commemorate astronaut Neil Armstrong's historic feat. "It's exciting to reintroduce these drinks to a new generation," says Sam.

"There is definitely a certain sex appeal associated with cocktails—and movies have only added to that sexiness. Back in the day, Nick and Nora from *The Thin Man* series drank gin martinis and, of course, James Bond created the "shaken not

stirred" culture. More recently, when *Casino Royale* came out, the Vesper became very popular. Once a dying art, the craft of cocktail-making has definitely seen a resurgence."

Artistry certainly plays a role in the Proprietary Cocktails dreamed up by Sam and his enthusiastic team. "We have meetings where we talk about ideas, tinker with recipes and taste test—it's really a fun and collaborative effort," he says. Among those that have passed muster are the Continental (made with the Brazilian spirit cachaça, ginger, lime and Pernod) and the Madison Parksider (a blend of gin, muddled cucumber and lime, topped with soda). Sam typically introduces a new batch of cocktails each season, though some favorites, such as the Cherry Blossom Sling (see recipe on the next page) make return appearances.

"Our menus are seasonal, so we'll find ourselves using fresh herbs and citrus fruits in the spring and summer," says Sam. "And in the fall and winter, we're concentrating on pumpkin, quince, pear and apple flavors, among others."

Both cocktail menus change seasonally and the restaurant makes its own infusions and juices for all drinks—everything from pomegranate to apple to lime juices are freshly squeezed and the grenadine is house-made. Cheers.

The Cherry Blossom Sling



"This cocktail takes inspiration from an old classic known as the Singapore Sling," says Lipp. "It was created by our Head Barman, Cory Hill, and features Cherry Heering, a Danish brandy-based cherry liqueur. This spirit was once a favorite of many mixologists, although now it is known by very few. We like the earthy, sweet-and-tart black cherry flavor it adds to cocktails."

INGREDIENTS

3 Lime Wedges
3 Bourbon-Marinated Cherries
1 1/2 Ounces Gin
1/4 Ounce Lime Juice
1/2 Ounce Simple Syrup
1/2 Ounce Cherry Brandy
1/2 Ounce Cherry Heering
Soda Water To Taste
1 Drop Bitters

Directions

In a pint glass, muddle the limes and cherries. Add gin, lime juice, simple syrup, cherry brandy and Cherry Heering. Shake vigorously. Pour into a pilsner glass with ice. Top with soda water and a dash of bitters.

Unearthing Great Burgundies

Eleven Madison Park's wine list is constantly evolving under the stewardship of Wine Director John Ragan. In order to maintain a compelling selection, John makes frequent visits to different wine regions around the world, and recently returned from a tasting tour through Burgundy.



A memory of a great Musigny will never be replaced by anything but Musigny. A mesmerizing Chambertin will haunt you until your next taste. Why are these wines so persuasive, so memorable? For me, it all comes back to the place, or as the French define it—the terroir. If you can appreciate a great glass of wine, you can appreciate this notion of terroir. In short, terroir can be explained as the sum of all parts: everything about the location where a wine is grown that affects and defines it—a fingerprint, if you will. I have always loved Burgundies, but to be there, to see, feel and experience the terroir, elevated my passion to an entirely new level.

Despite all you may have read or heard about the region, the terroir of Burgundy is almost impossible to appreciate until you've actually set foot on it. Burgundy, perhaps more than any other wine region in the world, has promoted its uniqueness by recognizing and isolating its varied soils. As a result, Burgundy has evolved into an intricate quilt of appellations, villages, and vineyards that provide an incredibly precise reflection of where a wine was grown.

Along with this accuracy of place comes scarcity of space. Burgundy is a relatively small region, and often nothing more than a small stone wall divides one Grand Cru from another. These walls between vineyards mark a different sense of place which can be anything from slight to dramatic. With such highly scrutinized land, Burgundy's many vineyards all have voices of their own.

On my recent trip through the region, I was constantly reminded of the slight scale of some of Burgundy's grandest vineyards. The varying terroir has created hundreds of different vineyards, sometimes shared by many different producers and families, with new vintages multiplying each year—enough to overwhelm even the most educated Burgundy enthusiast.

One might wonder why anyone should care so much about this notion of terroir as the defining element of great winemaking. I'd argue that Burgundy remains among the best when it comes to translating a special place through a bottle of wine. For example, when in Chablis standing in the Grand Cru Les Clos, you fully grasp why great Chablis tastes as it does. Seeing the pure chalky white limestone soil drives home the understanding that nothing else will taste like this. Likewise, touring Chambolle with vintner Virgile Lignier of Lignier-Michelot, gave me a sense of the tapered slope of Les Amoureuses and the scale of Musigny, reminding me what was realized hundreds of years ago—that these specific vineyards are truly singular.

Experiencing Burgundy in person grants a deeper understanding of the wines and an increased respect for the distinct personality and voice of each vineyard. It helped me further understand why I love these wines, why they are so special. Their origin is unlike any other in the world, and despite many sure-handed attempts, they will never be replicated. A visit to Burgundy reconnects you with all that these wines represent. And you'll leave with the unrelenting urge to return.



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The Last Course: Coffee

At Eleven Madison Park, coffee service is an essential element of the meal. The restaurant recently introduced an inspired new coffee program founded on the art of traditional Italian coffee making, luring guests to indulge in this delicious ritual and linger in its luxurious surroundings a little longer.

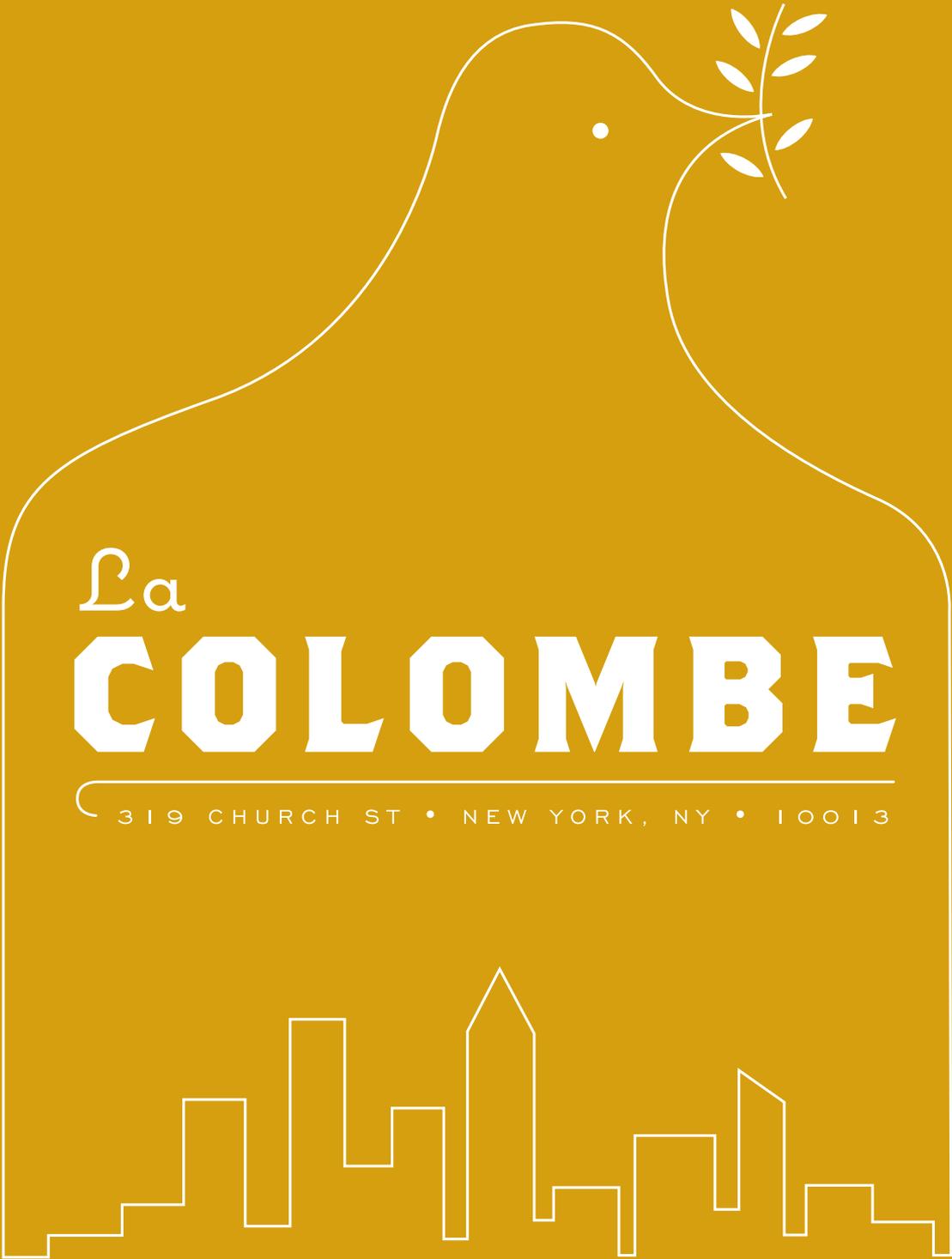
La Colombe Torrefaction, a Philadelphia-based coffee roasting and blending company, supplies Eleven Madison Park with its premium coffee beans. The restaurant enlisted the expertise of Nicholas O'Connell of La Colombe to help train its staff in the art of traditional coffee-making. Nicholas took great care to educate the "baristas" on every detail of this process—from how to work the sophisticated machinery, to the appropriate milk temperature for cappuccinos, to making elegant, decorative designs in the coffee's foam.

Eleven Madison Park serves a blend created especially for the restaurant. It took over a month of tastings to create this recipe and arrive at the right balance of taste, flavor, aroma and body. The roast incorporates seven different beans, all 100-percent Arabica—the highest grade—from around the world. Describing it as a perfect harmony of acidity and bitterness, the two parameters of coffee making, Nicholas says of the blend, *"At the initial taste, it may seem bold, but after the first sip it becomes velvety and soft. I'm extremely proud of this special blend and Eleven Madison Park's dedication to excellence in their coffee program as a whole."*

THE SECRET TO POURING THE PERFECT CAPPUCCINO

We asked Nicholas to divulge some of the secrets of his cappuccino-making prowess. *"Often, people do not realize that coffee requires a lot of attention,"* he says. *"You must master the little steps to produce a great cup of coffee."*

- Starting with the espresso, I always use 100-percent Arabica beans. Only brew them for 18-20 seconds, any longer and the coffee will be watered down.
- Use cold milk for steaming, otherwise the foam will burn and ruin the taste. The proper temperature for steaming is no more than 165 degrees.
- After steaming, swirl the milk/foam until it becomes dense and creamy. Next, pour it into the center of the cup so the cream of the espresso forms around the sides.
- I recommend using an 8-ounce cup for cappuccinos; if the cup is bigger, you'll wind up pouring too much milk, thus diluting the taste of the espresso.
- As far as cinnamon or sugar are concerned, it is totally up to the individual. I am partial to brown sugar because it's not processed and I dislike the aftertaste of artificial sweeteners. I disagree with people who say sugar does not belong in espresso. It's really just a matter of personal preference.



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Plated By Design



At Eleven Madison Park every detail is thoughtfully considered, and the tabletop design is no exception. Daniel Humm and Will Guidara constantly seek out pieces that complement the restaurant's cuisine and décor. The tableware hails from the esteemed design houses of Bernardaud and JL Coquet, Guy Degrenne and Riedel, respectively, while other tabletop accessories were created for the restaurant by some of New York City's brightest young designers.

One such artist is Jono Pandolfi, a Queens-based ceramist, whom Daniel and Will commissioned to create custom pieces exclusively for the restaurant. The three collaborated at Jono's studio in Long Island City to create special items that would present Daniel's food in a unique and unexpected manner.

A highlight among these pieces is a whimsical porcelain "pillow" plate featured in dessert service. Jono's inspiration was to create *"something beautiful and delicate, yet fun and playful. My hope is people will see the plate and derive as much enjoyment from the presentation, as from the food itself."*

Will and Jono first worked together in 2004 on a serviceware collaboration for Terrace 5. The items drew such positive attention among staff and guests that Jono's pieces are now sold at the MoMA Design Store. To see more of his work, you can visit his website at www.jonopandolfi.com.



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