

# davidburke

magazine



vol. 2

FALL 2007

DAVID BURKE IS TURNING UP THE HEAT  
FROM NEW YORK TO LAS VEGAS

PERONA FARMS IS SMOKIN' : *Pastrami Salmon on the menu*

THE KING OF SALTS : *Climbing to great heights for flavor*

FALL INTO RUMSON : *Exploring the cellar at Fromagerie*

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# from the chef

# dear friends

It only seems fitting to follow up the mad rush of summer with a more subdued pace as we head into fall, but the abundance of seasonal produce, and all the plans we have in the works, makes that impossible!

With David Burke Las Vegas in the Venetian off to a terrific start, I am happy to announce we are currently working with design teams on three new restaurant concepts to open at Foxwoods in Connecticut in May of 2008: a modern steakhouse, a grill and lounge that will feature seafood in a sexy atmosphere, and a Burke in the Box. In addition, Goldman Sachs just added a Burke in the Box into their One New York Plaza building.

With television shows in development and a plateware line about to debut, we hope to make an impression inside your homes as well as at our restaurant locations.

You can expect wonderful additions on our fall menus at David Burke. The season calls for heartier dishes that still evoke the lightness of summer such as combinations of seafood and succulent meats. Pasta is introduced, garnish is crispy, game meat is braised. Root vegetables like celery, turnip and parsnips are in full swing. Dishes are sprinkled with nutmeg and rosemary and sage nuances. Mushrooms and pumpkins steal the spotlight. The bounty of good food alone is a cause to enjoy the season.

In the following pages, you'll meet some of my staff and purveyors and learn how the cuisine we present you is prepared, right down to the nuts and bolts—the salt and pepper—of the dishes.

So join us in the city or along the Jersey shore. It's a wonderful time to come to Rumson and see the leaves turn color; the light along the river is so beautiful this time of the year. Or head west to Las Vegas and be energized by the food and the vibe. Wherever you are, come celebrate fall with us.



david burke



Chef de Cuisine

# eric hara

## Adding a Little West Coast Heat to the Kitchen

*“The difference between the West Coast and the East Coast?” davidburke & donatella’s chef de cuisine Eric Hara looks slightly amused as he answers the question: “Everything! The experience with food—from ingredients to plating—is totally different on each coast. And that’s what keeps it interesting!”*

**C**oming to New York was the ultimate reality check for this young chef who honed his culinary skills in the idyllic landscaped hills of Santa Barbara. But as with all the steps that ultimately led him into the kitchen at davidburke & donatella, Eric Hara embraced this hurdle with a hopeful eye to the future.

The biggest obstacle to overcome, however, was probably himself. A self-proclaimed hothead and troublemaker as a youth, culinary school offered Hara a chance to redirect potentially mismanaged energy into a long-term career. *“I always loved to cook for friends and at BBQs. I’m not really sure how I fell into cooking but what I did know is that high-school just wasn’t for me.”*

After graduating from culinary school at the tender age of 18, he worked in Santa Barbara for such notable establishments as Michel Richard’s Citronelle, Downey’s and Restaurant Mimosa. At Mimosa, owner Camille Schwartz recommended him for a job at the Ritz Carlton, Laguna Niguel, a beautiful 5-star restaurant, where Hara went from dining room duty to saucier. *“Camille really got me; he knew I still had to calm down a bit and that’s why he found me this job. It gave me a little structure.”*

**Next step: Canada.** *“I ran the Chateau Fairview dining room on Lake Louise. I reorganized the whole restaurant and it received 4 stars after 6 months,”* he grins proudly. *“I did a lot of cool things there.”* But it still didn’t prepare him for the transition to the big city...

**On to New York:** Hara absorbs all his experiences and gleans the best out of them. *“My first New York experience was working at Chez Josephine. It was tough, but it started to teach me about making New York food.”* That was important. *“I went to Tao next as executive sous chef for Rik Haakkanen and there I was suddenly in the Asian field. I look back and think cool, now I can make lo mein and all the Chinese dishes you eat at home, but this foray was really all about running a big business.”* Tao is a 26 million dollar establishment that clears over 1,200 covers a night alone. This was a good aspect to incorporate into his cooking repertoire.

Eric Hara has been chef de cuisine at davidburke & donatella for a little over a year. It’s a perfect fit. *“I read about David when I first started cooking—who doesn’t know who David Burke is! What I love about his style is that he doesn’t adhere to anything specific. I like to think you can’t pinpoint what I do either. I adapted my technique to incorporate his, which works well because we have similar approaches to food.”*

Take Hara’s “Touchon of Foie Gras” peanut butter and jelly sandwich—a recipe that could slide right into a David Burke cookbook... *“My sous chef was eating a PB&J sandwich and the inspiration hit me!”* The result—Best of NY and Best of Time Out: Best PB&J 2007.

Then take Hara’s Millionaire’s Fried Rice (see complete recipe on page 11), again, very Burke. *“While I was cooking for the staff one day I just decided to create the most expensive fried rice in the city.”* What started off as a special is now a regular menu item that sells between 10 to 15 orders a night.



David Burke finds his chef de cuisine to be ambitious, restless, creative, passionate and self-disciplined: *“He thinks like an owner and that’s important.”*

**Hara emulates Burke’s work:** *“David makes you think out-of-the-box; every dish that comes out of here has to have that special twist that makes it signature David Burke.”* Hara definitely brings a flair of his own into the kitchen—call it organized chaos.

*“I source everything. We probably have over 40 purveyors for this restaurant. And between checking ingredients, prepping for services that include daily specials and tasting menus, it gets pretty crazy. Plus, I change the main menu two to three times a season. I have A.D.D. I love a dish and then I get bored with it very easily.”*

There goes structure out the window.

Eric Hara may still have a little calming down to do, but until then, davidburke & donatella diners will profit from a little West Coast heat!

## West Coast/East Coast

### **Leno or Letterman?**

Letterman.

### **Subway or SUV?**

SUV any day!

### **Yankees or Dodgers?**

Honestly, I’m not a huge fan of either so perhaps the Dodgers by default.

### **Earthquakes or Nor’easters?**

I’ve experienced one earthquake but five winters here! I like warm weather, personally, so I’ll have to say earthquakes!

### **Santa Barbara or the Hamptons?**

They are both beautiful places but since I lived there, Santa Barbara.

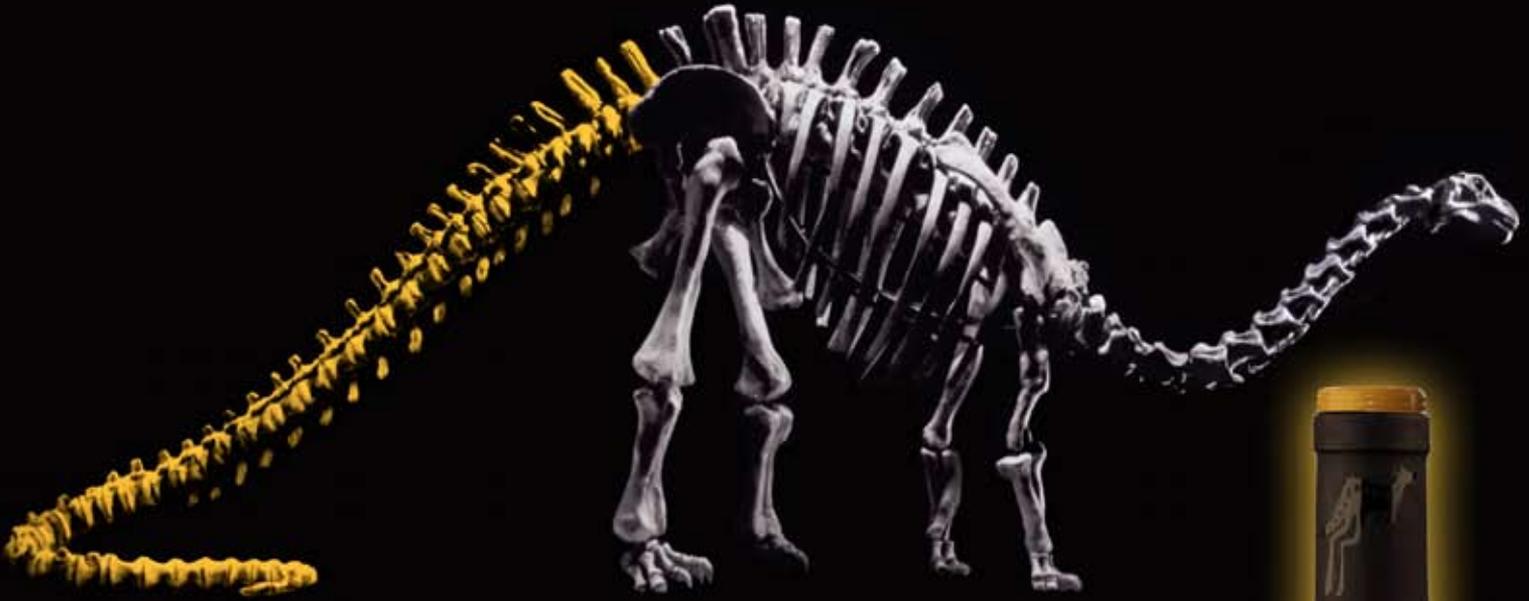
### **Notorious BIG (East Coast) or 2PAC (West Coast)?**

Definitely 2Pac.

### **Coastal pet peeve?**

You can relax in L.A. but not here!  
I need some free time to be able to enjoy the city!

[ yellow tail ]



tails, you win

# perona farms smokin'!

*"I started smoking my own fish at the River Café. Pat Riley, at the time head coach of the New York Nicks, used to eat there and loved the Pastrami Salmon I had created. He even served it at his Christmas party, where someone asked if we sold it and I said 'of course!' Next thing I knew, New York Magazine had written an article about it and that's how all this got started. However, it's a fire code violation to smoke fish in New York City so the fire department came and shut us down. This was in 1994. So I went to Kirk at Perona Farms and gave him the recipe..."* —David Burke

*"I always joke with David that I was the one who called the fire department to get some business!"* laughs Kirk Perona, Executive Chef and fourth generation member of the Perona Farms family. Always a chef at heart, Kirk has worked in the kitchen since the age of twelve. And he has the scars to prove it! *"I've had stitches in every finger of my left hand from learning how to use knives properly!"*

After working for many years as a sous chef for celebrated French chef Jean-Louis Paladin (of Watergate Hotel's restaurant fame), Kirk came back to the fold of the family business.

Originally opened in 1917 as a dairy farm, today Perona Farms has grown to include a sprawling restaurant as well as banquet and catering services that cover over 100 acres with gardens, patios and a lake. In 1992, Kirk established Perona Food Specialties and added a 4,100 square foot salmon processing facility on the grounds.

*"I started experimenting in my great grandfather's smokehouse, which was used initially for sausages back in the 20s and 30s. I couldn't really find any good salmon on the market; in the '90s they were all packed in oil."* After he started to go commercial with his smoked salmon products, Kirk got a visit of his own from the FDA.

*"I was doing everything out of a 40-foot trailer parked on my loading dock and they didn't like that at all!"* It was time to upgrade. Today, Perona Farms smokes 600 to a thousand sides of salmon at least twice a week—and that's in the slow season!

*"The whole cold smoking process takes about a week: one day to filet the fish and put them in cure, 3-4 days in cure depending on the size of fish, and then one more day to smoke before we process in the different flavors."*



White oak is the wood of choice. Not only is it in keeping with Scottish traditions for smoking salmon but fortuitously there is an abundance of the tree in the northwest New Jersey area where Perona Farms is located.

**The salmon is procured from several locations:** wild from Alaska during the fishing season (August to October) or year round from farms in Canada and Scotland. They never use frozen fish. *"We use organic farms in Scotland for our organic program. There are no antibiotics added, no coloring in the feed and not as many fish per pen."*

*Cooks Illustrated* magazine reinforced Kirk's achievement in smoking salmon by pronouncing it the #1 smoked salmon in the world back in 1995. In 2006, Perona Farms earned a Gold Medal for their salmon from the American Tasting Institute.

David Burke's Pastrami Salmon is Perona Farms' biggest seller, second only to their regular smoked Atlantic salmon.

visit [www.peronafarms.com](http://www.peronafarms.com) for more information



## Kirk's Salmon Savvy Suggestions:

Kirk recommends always keeping smoked salmon in a refrigerator at 38 degrees or below. *"In a vacuum pack it will last for 48 days. Once you open it you have 5 days to consume it."*

### HOW TO SERVE:

With regular smoked salmon:

*"Keep it traditional with chopped, hard-boiled egg, capers and red onion."*

With pastrami salmon:

*"It's great with pickled onion and honey mustard."*





## Pastrami Salmon:

### Perona Farms Pastrami Salmon

#### INGREDIENTS:

- 1 side salmon, about 2 to 2 1/2 lbs, skin and bones removed
- 1 cup coarse or kosher salt
- 1/2 cup sugar
- 2 bunches fresh coriander
- 1 bunch fresh Italian parsley
- 1/2 lb shallots, peeled
- 1/2 cup molasses
- 2 tbs cayenne pepper
- 5 bay leaves
- 4 tbs paprika
- 4 tbs ground coriander seed
- 4 tbs fresh ground black pepper
- mustard oil
- rye toast

#### METHOD:

1. Place salmon on a platter. Combine salt and sugar. Mix well, and coat both sides of salmon with salt mixture.
2. Combine coriander, parsley, and shallots in a food processor and puree. Coat both sides of salmon with puree.
3. Refrigerate salmon for 2 to 3 days.
4. Scrape marinade from fish and discard. Dry fish with paper towels.
5. Combine molasses, cayenne pepper, and bay leaves in a saucepan. Bring to a boil and simmer for 1 minute.
6. Sprinkle paprika, coriander, ground black pepper, and cracked pepper on both sides of fish. Refrigerate salmon overnight.

#### TO SERVE:

Cut pastrami salmon into thin slices on the bias, or diagonally, and serve with mustard oil, rye toast.



# Millionaire's Fried Rice

With Kobe beef, caviar, gold leaf and more...

## INGREDIENTS:

- 2 cups cooked jasmine rice
- 1/4 cup cooked onions
- 1/8 cup diced carrot
- 1/8 cup diced celery
- 1/8 cup diced pineapple
- 1/8 cup chopped scallions
- 1 tbs oyster sauce
- Pinch chopped ginger
- Pinch fried chopped garlic
  
- 2 oz king crab
- 2 oz chopped shrimp
- 2 oz lobster
- 2 oz japanese kobe beef
- 1 oz caviar
- 1 piece 24k gold leaf

## METHOD:

1. Cook in a heavy bottomed sauté pan on high heat with canola oil.
2. Add egg, let brown.
3. Add in all vegetables, ginger and pineapple. Sauté for 2 minutes and add rice. Sauté for 3 more minutes.
4. Add lobster, shrimp, crab and sauté for one more minute.
5. Finish with oyster sauce and top with scallions.

## TO SERVE:

Place on plate and garnish with Kobe beef (sliced thinly), caviar and gold leaf.



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# DAVID BURKE

PINK HIMALAYAN ROCK

# SALT

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Used by Executive Chef David Burke in his restaurants both for exquisite presentation and flavor, Pink Himalayan Rock Salt is both stunning and versatile. Use raw slabs as a base for food creations, carved salt vessels for cradling food, or even for architectural details, the natural pink and white striations mimicking the look of marble. The creative possibilities are endless! These exotic salt crystals are now available for your use.

For more information, visit [www.davidburke.com](http://www.davidburke.com). If you would like to purchase the salt, contact us by phone at 973.772.2070, 212.813.0108 or send an e-mail to [david@davidburke.com](mailto:david@davidburke.com)



# fall into rumson



*“Rumson in the fall is a very special place. Here, autumn truly is the gateway to the holidays, as the cool, crisp air from the first northern winds heralds the new season. And it’s reflected in our cuisine with heartier items as well as a few traditional dishes from the French culinary side. Fromagerie is probably even more bountiful than New York restaurants, because in Rumson, New Jersey, you are in the heartland, with a plethora of local purveyors to pull from.”* —Orlando Ramos, GM, Fromagerie





He's only several months into the job, but General Manager Orlando Ramos talks about Fromagerie as if he'd been a part of it his whole life—maybe because somehow he always knew it was his destiny.

Early in his career, Orlando crossed paths with David Burke and left enough of an impression to be called aboard to help the chef open davidburke & donatella in 2004. Coincidentally, in the wine world, Orlando met original Fromagerie owner Markus Peters when they were both being inducted into The Court of Master Sommeliers on the same day. Call it fate: when Orlando returned “home” to New Jersey and the opportunity at Fromagerie presented itself, he knew it was just meant to be.

But Orlando has more than just a passion for a place in common with David Burke (who calls owning Fromagerie a chance to “go back home”)—he is committed to the chef's hands-on approach to hospitality. *“The David Burke way is dedication to great food and to our guests, and to be able to provide that type of personalized experience in an environment that is real, not stuffy.”*

And what could be more real than an establishment well into its fourth decade of business, an extraordinary feat for any restaurant, regardless of cuisine or location. While David Burke fondly remembers cutting his chops at Fromagerie as a young man, and making several guest chef appearances over the years before purchasing the place in 2004, it is original owner Markus Peters who can truly appreciate the power of longevity. Peters himself remains a big part of the restaurant today, as in-house wine director.

And it's not lost on Peters that David Burke has returned to the fold. *“I always knew he was special and I'm glad we stayed in touch over the years.”* He believes Burke's secret to success is his passion and commitment to

food, which he exemplified as a youth in Fromagerie's kitchen. *“I'll never forget when we had a very prominent wine writer coming to visit us one day and my brother (who owned the restaurant with me) and I wanted David to prepare a special dinner. He was so devoted that we found him still working in the kitchen on a sugar-blown creation at four in the morning. My brother told him to go home and get some sleep, but David took a nap in the coat room instead because he wanted to get it all completed!”*

Having owned a restaurant for over 35 years, Peters knows a thing or two about commitment. He started to indulge his passion for wine early on, reading, going to tastings and traveling to wine regions the world over to learn as much as possible. Formal training came in the way of a Master's program (where he met Ramos) and he says he continued his education over the years, meeting and learning from the numerous people whom he has invited into his restaurant to do wine tastings. He is personally very fond of Alsace Rieslings, which he says are easily served with a variety of dishes.

Today, Fromagerie's wine cellar, started in 1974, holds a collection of about 6,000 bottles. To Peter's credit, it has been a multiple-year winner of *Wine Spectator's* Award of Excellence. Peters started making wine lockers (then wine safes) available to patrons in 1982. It was a novel idea. He had seen them used in San Francisco and brought the prestigious amenity to Rumson. There are now 32 lockers available at Fromagerie for guests to use to indulge their own wine passions.



# fall wine picks:



Markus Peters recommends these wines to pair with the heartier fare of fall:

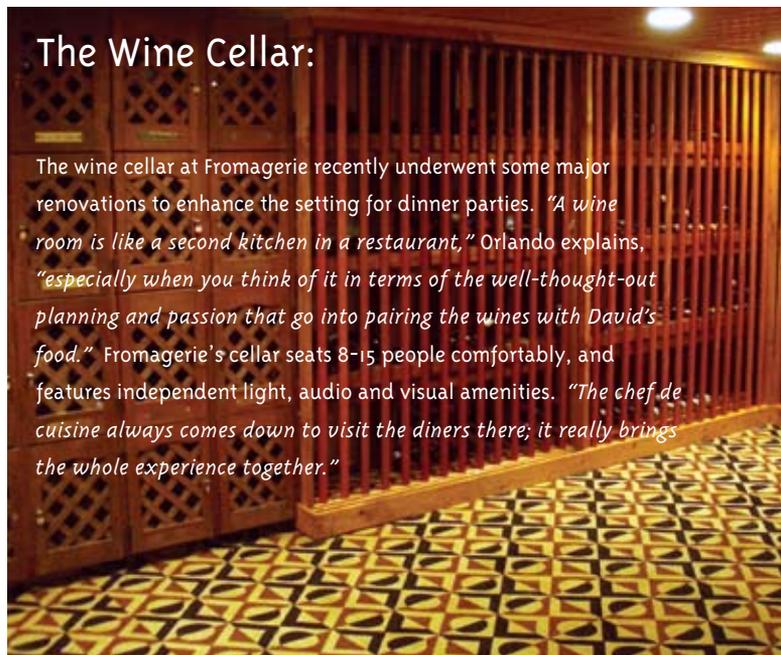
Nicolas Potel 'Morey Saint-Denis' 2003 (100% Pinot Noir)  
*"A full-bodied, dry red Burgundy with a rich, violet-scented bouquet."*

Château La Dominique 'St Émilion' 1998. ('St Émilion Grand Cru')  
*"A mellow, elegant red Bordeaux-blend, ruby/purple in color, with a supple texture and great balance and characteristic berry bouquet."*

Bründlmayer 'Langenloiser Steinmassel' 2004  
*"A dry white Riesling from the Kamptal region in Austria, with notes of white pepper and green apple."*

## The Wine Cellar:

The wine cellar at Fromagerie recently underwent some major renovations to enhance the setting for dinner parties. *"A wine room is like a second kitchen in a restaurant,"* Orlando explains, *"especially when you think of it in terms of the well-thought-out planning and passion that go into pairing the wines with David's food."* Fromagerie's cellar seats 8-15 people comfortably, and features independent light, audio and visual amenities. *"The chef de cuisine always comes down to visit the diners there; it really brings the whole experience together."*



# himalayan salt

David climbs to great heights bringing flavor to the table

*"They say all salts taste the same when diluted in water but on the tongue what you taste is the texture."* David Burke is a big fan of Himalayan salt—so much so, that he and partner engineer Sam Omar formed a company to import it.

DB Salts come from four different locations in the Himalayan Mountains (which stretch across six nations). *"It's a dangerous feat,"* explains Sam Omar. *"They dig down over 500 meters and use dynamite to break up the salt pieces."* The salt is then crated in wooden boxes and brought stateside by boat.

Why go to such extremes when salt is so readily available? *"It's beautiful, it's over 500 million years old, it emits negative ions that purify the air, and it gives off such an aura."* David Burke is eager to extol its virtues.

You can't live without salt, but the wrong kind, and too much of it, can be bad for you. This is where Himalayan Salt properties really shine. Because the salt has been subject to intense compression in the mountain, its molecular structure is different from regular sea salt. It turns over 80 minerals and elements into a state that the human body can most easily consume. It contains no toxins and among many other healthful properties, promotes sinus and blood sugar health.

*"My theory is that when the earth was formed, I think salt had something to do with human life because it's basically got the same makeup as the human body."* David Burke hypothesizes. *"If we were ever 'beamed up' like on Star Trek, that pile we would be melted into would be Himalayan salt!"*

Originally imported for a design element in David Burke Las Vegas, David and Sam soon found multiple uses for it: as curing slabs in the salt-tiled aging room in Primehouse, seasoning in David's preparations, and cooking utensils. Appetizers sit on a piece of Himalayan salt. Blocks can be chilled in the freezer and used to keep food cold instead of ice, or heated in the oven and used as a searing stone. Sam uses a laser engraving machine to create serving bowls for dishes. *"We are working on martini glasses, straws for margaritas and even flat plates,"* adds David.





# salt &

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- Himalayan salt is actually called the *“King of Salts.”*
- Salt is one of the few minerals commonly eaten by humans (Sodium Chloride).
- Historically noted as a valuable commodity, which gave birth to the saying: *“worth one’s salt”*
- One of four basic tastes along with sweet, sour and bitter.
- Used to preserve meat and fish by removing moisture and tenderizing meat.
- The most common deposits of salt are left by glaciers retreating, salt licks, dry lakes and underground salt deposits, or from the sea.
- In some ancient cultures, salt originally meant gracefulness and charm of manner, which explains the saying: *“may you be well-salted.”*
- Salt is commonly thrown over shoulder to denote good luck. In religion, salt means *“salvation, you are the salt of the earth.”*
- Salt is an essential element to life. There are over 14,000 commercial applications of it—from soap to making our roads safer in the winter.

- Pepper is commonly referred to as the “*King of Spices.*”
- Pepper is a warming spice which means it adds heat to the body.
- Historically noted as a valuable commodity, which gave birth to the saying: “*as dear as pepper.*”
- Pepper is regarded as a symbol of fine cooking.
- Among its many medicinal values, pepper has been used to treat chest congestion/asthma, fever, digestive problems, heartburn, muscle pains and stomach aches.
- Peppercorns come from a flowering vine that grows up to 4 meters high.
- The same fruit is used to yield black, white and green pepper. Unripe green berries are dried into black pepper; ripe red and orange berries are soaked and end up as white pepper; fresh green peppercorns are treated or freeze-dried to keep their color.
- Pepper means “*spirit or energy*” from the Latin word *piper* (as used in the childhood tongue-twister: Peter Piper picked a peck of pickled peppers...)
- White pepper is commonly used in light-colored sauces or mashed potatoes.

# & pepper

## the master spices



# Salty Cocktail:

from Eben Klemm, mixologist at Primehouse

## the Nova Casa

### INGREDIENTS:

- 1.5 oz infused tequila  
(in the spring/summer we use strawberries; in the fall/winter we use maple syrup & grapefruit to infuse the tequila)
- 2 oz light white wine  
juice from 1/2 lime
- 1 oz crushed pink Himalayan  
rocks salt

### METHOD:

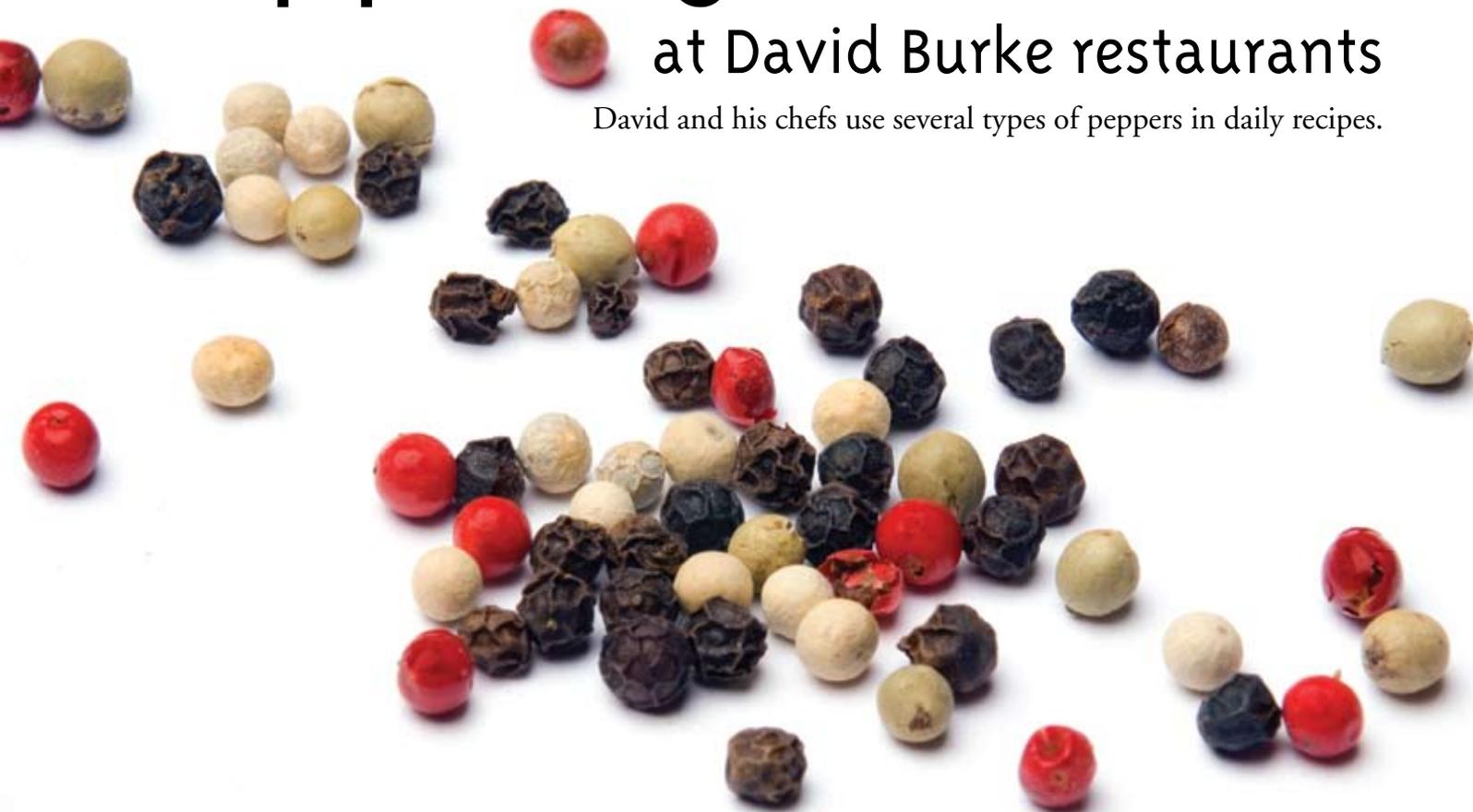
1. Using a lime as adhesive, rim the wine glass with crushed Himalayan rock salt.
2. Fill glass with ice and pour in infused tequila, then white wine.
3. Squeeze in half a lime and a sprinkling of the salt for taste.



# Peppering the Dishes

at David Burke restaurants

David and his chefs use several types of peppers in daily recipes.



## GRAINS OF PARADISE:

*"I used this at the River Café. It's a very fragrant pepper from Africa with hints of coriander and cardamom in it. Eric Hara and I just created a Kobe beef dish at a recent Food and Wine festival with a grains of paradise crust. We were really happy with it and expect to see that on a menu real soon!"* The size of a cardamom seed, they are reddish brown in color and were once as popular as black pepper is today.

## TELLICHERRY PEPPER:

*"Great on a halibut t-bone..."* Tellicherry are large, ripe peppercorns from the Malabar coast of India that are immersed in water, a process that turns them black with a reddish hue.

## WHITE PEPPER:

*"Usually reserved for our Asian dishes. This is more about the visual application than taste."* While black peppercorns are picked when still green and dried in the sun until it turns black, white peppercorns ripen fully on the vine before they are picked. White pepper is more subtle in heat and aroma and more practical in lighter colored dishes where black specks would be unappealing.

## PINK PEPPERCORNS:

*"This is really a berry and very flowery to the taste."* Pink peppercorns are actually fruit that is sold in a dried state. They are also commonly used in sauces, fish dishes and as a final dusting for presentation, and when used in combination with true peppers, serve to enhance their flavors.

## GREEN PEPPERCORNS:

*"We use green peppercorns from time to time."* Green peppercorns are harvested when the berry is immature and then packed in brine. They offer a fresher flavor and are less pungent than black or white pepper.

# salt blocks

## Salt-tiled aging room in Primehouse

Dry-aging is a process where meat is stored in a temperature-controlled locker for up to 30 days. The molecules and amino acids break down the muscle and connective tissue, and tenderize the meat, which takes on a more savory flavoring. The moisture evaporates and the meat shrinks, intensifying the flavor.

This meaty flavor actually creates *umami*. *Umami* is the Japanese term for “mouth-watering.” It is actually recognized by the American Food and Drug Administration as the 5th flavor sensation: sweet, sour, salty, vinegary and *umami*.

When David Burke was developing his Flavor Sprays, he went to the scientists and explained that he wanted to develop a dry-aged flavor to spray on meat that wasn't aged and would be less expensive for the average consumer. They took the meat, boiled it, sautéed it, rendered it, powdered it, and analyzed it so they could give him the molecular makeup of its flavor components. What they told David astounded him: they had compiled a list that even incorporated aspects of the room itself!

*“In my old aging room for example, there was cardboard on the floor placed there to absorb any drippings from the meat. Little did I realize that even the essence of cardboard can permeate meat! From the list, I deduced that salt, pepper, even onions could infuse the meat in the same way. And from that research my idea for the salt wall was born.”* David built the salt wall himself, with the help of another chef, by stacking blocks of the bricks.

But the experiment was even more of a success: not only does the salt penetrate the meat but it kills bacteria, which is key for obvious hygiene reasons. *“This is the perfect example of the art of culinology in motion and a little quick thinking on my part! If I hadn't gone to the scientists in the first place I would have never realized that flavors permeate meat this way.”*

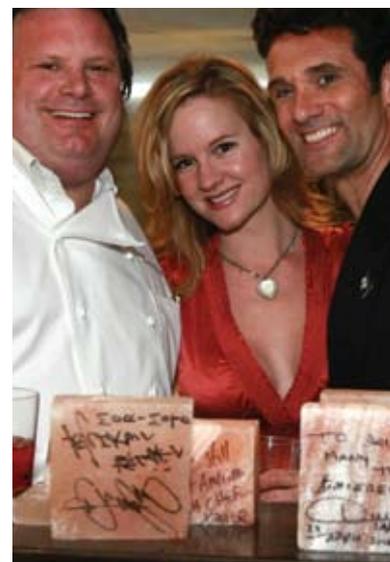


## Salt Blocks in Las Vegas

David Burke makes full use of his salt blocks at the Venetian. A back-lit wall behind the bar and the reception area is built out of them. Between the kitchen and the back of the restaurant is a wall entirely built of bricks of salt signed by visiting celebrity chefs. Within the first three months, the wall had accrued 80 signatures—quite a nod to David Burke's own celebrity pull. And yes, each block is definitely worth its salt!

Among those who have signed the wall:

Daniel Boulud	Joel Robuchon	Guy Savoy	Jean George
Morimoto	Charlie Palmer	Michael Mina	Alain Ducasse
Rick Moonen	Pierre Sevaggio	Todd English	Jimmy Sneed



David pictured with GM Marisa Scarpulla and the Phantom from Phantom of the Opera.



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At finer restaurants in Paris, London, New York and of course, Milan.

# Burke in the Box

photo: John Karangis and David Burke

Like everything David Burke does, all the packaging at Burke in the Box has instant appeal: eye-catching, practical and innovative.

Design consultant Charita Patamikakorn has been working closely with David Burke for years. While the original orange and red color scheme came from the Chef, Charita's designer eye added brown into the mix to round it out. *"Now you have a color profile that really raises the concept to something more sophisticated, which is what the experience behind David's cuisine is all about: taking an idea of comfort food and elevating it to something extraordinary,"* says Patamikakorn

Even the "chefster"—part chef, part jester—is totally David Burke. *"I like to put a spin on things and added the chef element to David's original jester. That acted as a springboard to combining words in the copywriting, like chefwich and gourmazing."*

Engineer Sam Omar, who created the boxes for David, likewise followed the chef's lead: *"David had a template for each box, and each was completely different."* All boxes are made of food-grade material.



# no reservations required

David Burke teams up with ARAMARK

The 3,000 employees of Goldman Sachs in New York City have always been able to enjoy fresh, innovative meals without ever having to leave their building. This summer, Goldman Sachs employees will have another reason to stay inside. The company will be one of the first businesses in the United States to be able to enjoy “Burke in the Box,” a novel concept that showcases Chef David Burke’s culinary talents within the business and industry environment. Now, corporate employees will be able to savor Burke’s own brand of cooking, without having to make a lunch reservation.

To celebrate this culinary fête, Chef David Burke was on hand to not only cook up a storm but answer questions and sign cookbooks.

Goldman Sachs’ café and menu offerings are provided by ARAMARK Business Services. “The Burke in the Box concept dovetails nicely with our dining offerings,” said Tom Ciccone, vice president of operations, ARAMARK Business Services. “Including the concept into our café provides guests with additional menu variety and take-out options.”

This innovative partnership was several years in the making. “Our customers are well educated and food-savvy,” Ciccone said. “They are ready to experience the next level of corporate dining.” He envisioned having a well-known chef generate a creative food concept that encourages employees to take their lunch inside instead of brown-bagging or stepping out to seek an alternative.

“I was searching for a chef who is not only creative but would interact well with our own ARAMARK chefs and managers. I sought a culinarian who is a passionate trainer, a great coach and an inspirational leader. I did my research and connected with David Burke,” he said. But like many great dishes, some incredible ideas need to “stew” for a while. Ciccone and Burke “courted” for over a year before they both decided this was a perfect pairing.

Burke was impressed by the organizational systems ARAMARK had in place. As is the case for many people, he thought ARAMARK was just a uniform company or concession service provider. What he discovered is that ARAMARK touches almost every Fortune 500 company in some capacity in business dining and that ARAMARK literally feeds hundreds of thousands of working people every single day.



David pictured with ARAMARK Chef John Karangis



Burke found that developing a menu that fits an office building needed a different approach than providing selection within one of his restaurants. *“It’s a challenge to feed the same people day in and day out,”* said Burke. *“You have to take into consideration volume, speed, costs and consistency,”* Burke explained. *“I tried to customize menus that work for the chefs preparing the food as well as the overwhelming variety of tastes of the diners.”*

Burke had already seen great success with his Burke in the Box and he and Ciccone agreed it was a great model to extend into the corporate dining setting. At his flagship Bloomingdale’s Burke in the Box kitchen, under Burke’s watchful eye, the ARAMARK chefs were trained in menu preparation. From recipes to packaging and design, all of the original specs were carefully incorporated into the new setting.

*“David Burke is one of America’s leading chefs and we are proud to offer Bloomingdale’s customers his creative, gourmet cuisine in a convenient and stylish atmosphere,”* said Michael Gould, Bloomingdale’s Chairman & CEO.

*“His Burke-in-the-Box concept has successfully satisfied the cravings of discerning, fast-paced New York City shoppers, visitors and residents.”*



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**Robert Parker**

**The Wine Advocate, 8-27-'99, Monte Antico 1997**

*Delicious, with its abundant plum, berry and mushroom character, medium body, velvety tannins and soft finish.*

**Wine Spectator, 11-30-'99, Monte Antico 1996**

*Bargain hunters, rejoice. This wine keeps getting better with every vintage.*

**The Washington Post, 10-21-'98, Monte Antico 1995**



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Kitchen lexicon 101:  
Here are a few slang phrases I use  
in the kitchen instead of swearing!

# chef's

**"We're 86 on salmon!"** We ran out of food, in this case salmon!

**"On the fly!"** We need it yesterday!

**"In the weeds!"** When you are so swamped and you need help!

**"Bring it, don't sing it!"** Just give me the food; I don't want to hear about it!



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Limited to just 12,000 bottles worldwide and sold for \$120-\$140 per bottle at retail, the specialty brew will be available at davidburke & donatella this holiday season.

## FAVORITE BEER TO CELEBRATE OCTOBERFEST WITH:

That's easy— **Samuel Adams "Octoberfest"** beer, brewed especially in honor of Germany's celebration. Copper-colored, malty and sweet.



## TEA OR COFFEE?

I'm mainly a coffee drinker although I like tea a lot, especially with dessert! But I'm of the opinion that tea deserves a certain respect and should be enjoyed slowly, which prohibits me from drinking it often because I'm always in such a rush! After a long lunch or if I'm on vacation, I'll have an espresso or a tea.

I just created a carbonated, non-alcoholic adult tea beverage called **Twelve**—the name stands for 'from noon to midnight.' It has a lot of white tea, fruit juices and spices in it. I finished it at one of the flavor houses where we make the sprays. It's on the market now through **Dairyland** and you can get it at all of our restaurants.

[www.dairylandusa.com](http://www.dairylandusa.com)



# notebook



Although I've never played poker before, I walked away the winner of the **Foxwood's Aspen Classic Celebrity Chef Charity Poker Tournament**. All bets were on my more seasoned competitors: Bobby Flay, Ming Tsai and Tom Colicchio. I donated the \$10,000 prize to my charity of choice: **Table to Table**. It's a community-based food rescue program dedicated to redistributing prepared and perishable meals in the Northeast counties of New Jersey. For more information visit [www.tabletotable.org](http://www.tabletotable.org)

## FAVORITE FALL FESTIVALS:

**New Jersey is a good spot for these!**

Check out **Dearborn Farms** in Holmdel, NJ  
[www.dearbornfarms.com](http://www.dearbornfarms.com)

and also

**Sickles** in Little Silver, NJ where they do apple picking - Sickles is also one of our suppliers!  
[www.sicklesmarket.com](http://www.sicklesmarket.com)



## PERFECT PEARS

One of my favorite fall fruits is pears, especially when you get them at the perfect time. When they are really ripe, it's all about their texture and the right amount of sugar in the fruit.

**PEAR TART:** Cut a pear on a plate in slices, shingle it like a tart—you don't even need pastry. Just add a little bit of maple syrup, cinnamon, brown sugar and black pepper. Bake it right on the plate, or on foil and transfer it, under the broiler so it gets a little crispy—and voila! Serve with a little ice-cream...

**PEAR FRITTERS:** Scoop pear balls with a melon scooper and put them on a skewer. Dip in pancake batter and fry them—it's easy! Make sure the batter is on the thick side.

# HAUTE NOTES

From the publisher, Haute Notes is about the discovery of all things innovative and exciting in food and wine, art and design, style and travel.

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Editor-in-Chief PAMELA JOUAN

Design Director JANA POTASHNIK  
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Managing Editor CHRISTIAN KAPPNER

Assistant Editor STEPHANE HENRION

Senior Copy Editor JENNIFER MURPHY

Assistant Copy Editors MIRIAM FRIED  
ROBERT DAVIS

Contributing Writers PAMELA JOUAN  
GABRIEL ASHER  
JEAN-PHILIPPE DOSETTO

Photo Director CHARLES HARRIS

Advertising Inquiries 718.858.1187

Haute Life Press  
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321 Dean Street  
Suite 1  
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www.hautelife.com  
info@hautelife.com

Subscription Inquiries  
718.858.1187

subscriptions@hautelife.com  
or visit www.hautelife.com

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## 10 Cane Rum Ginger Smash

### INGREDIENTS:

- 1 1/2 oz 10 Cane Rum
- 3/4 oz Luxardo maraschino liqueur
- 3/4 oz Berentzen apple liqueur
- 1/2 oz fresh squeezed lime juice
- 2 matchbox sized pieces of fresh pineapple
- 2 long, thin slices of fresh ginger root
- 1 tsp bar sugar
- garnish: pineapple leaf

### DIRECTIONS:

Muddle pineapple, ginger and sugar in the bottom of a mixing glass until they turn into a consistent paste. Add the rest of the ingredients and fill the mixing glass halfway with ice. Shake briefly and pour unstrained into a rocks or old-fashioned glass.

Garnish with a pineapple leaf.



## Table to Table

Table to Table is a community-based "food rescue" program that collects prepared and perishable food that would otherwise go unused and delivers it to organizations that serve the hungry in counties in Northeastern New Jersey. This fresh food is delivered free of charge to nearly 50 agencies throughout the area, including elder care facilities, drug rehab centers, homeless shelters, homes for victims of domestic violence, HIV day centers, and pantries serving the working poor. Last year, they delivered enough food for more than 4,800,000 meals!

[www.tabletotable.org](http://www.tabletotable.org)

## One Scottsdale

This could quite possibly be paradise in the making. In the heart of Scottsdale, Arizona the next best urban experience is in development. One Scottsdale spans approximately 120 acres and will offer an unprecedented community lifestyle. Every detail is taken to the next level for an integrated experience in dining, shopping and living. "Globalization means the world is a smaller place. People travel more and have developed a sophisticated palate for culture, architecture, food and retail—so their expectations have grown," says Hanna Struever of Retail Portfolio Solutions. "It becomes harder and harder to provide the consumer with a new experience. With One Scottsdale we are creating something that will exceed these expectations on every level, at one address."

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