

HUDSON YARDS

FALL/WINTER 2007





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Dear Friends,

For years, guests of our restaurants have asked us to cook for their personal, social and corporate events. With the launch of Hudson Yards Catering (HYC), we are finally able to say 'yes!' The creation of HYC in August 2005 was initially an outgrowth of our relationship with the Museum of Modern Art, which selected Union Square Hospitality Group to create the restaurants at the newly designed MoMA and also designated our organization as their preferred caterer. We knew we would need a separate, off-premise space to serve MoMA's catering needs, and also realized that this was our opportunity to be able to provide full-service catering to loyal guests and to the New York event planning public at large. In bringing this exciting venture to life, we not only sought to extend our brand of excellence and hospitality beyond the walls of our restaurants; we wanted to raise the bar on the entire category of off-premise catering in New York. We began by asking ourselves, "Who ever wrote the rule that off-premise catered events can't taste as delicious and feel as hospitable as a restaurant experience?"

Determined that HYC would provide the chef-driven cuisine and warm hospitality our guests have come to expect of our restaurants, we sought to field a team of extremely talented individuals with deep catering experience, who possessed a keen understanding of the importance of seasoning delicious food with our signature hospitality. To direct the new business, we chose Stephan Baroni, whose two decades of experience in the world of catering included senior executive positions at Great Performances, Tentation, Potel & Chabot, Restaurant Associates, and Glorious Food.

In October 2006, we named Robb Garceau, formerly Executive Chef at caterer Sonnier & Castle, and previously a member of the kitchen teams at Jean-Georges and Vong, our new Executive Chef of HYC. Robb's rich background in fine dining and catering, his passion for using seasonal, local ingredients, and his energetic and warm personality make him a dynamic leader of our culinary team.

Named for the emerging neighborhood in which it does its cooking, Hudson Yards Catering is housed in a restored warehouse overlooking the Hudson Rail Yard on West 28th Street adjacent to the West Side Highway. We are committed to seeing HYC play an active role in the renaissance of its community, just as our restaurants Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Tabla and Shake Shack have done in theirs.

It has been an incredibly exciting challenge to enter the catering arena, and to be able to produce memorable meals *and* events on large and small scales. I am extremely proud of our team for achieving incredible growth while maintaining our commitment to culinary and hospitality excellence. I am also extremely grateful to our rapidly growing list of clients, who are entrusting HYC with their important functions and working with us to create some of the most delicious, exciting and well-run events in New York City.

Cheers,

Danny Meyer



Welcome,

In May of 2005, I received a phone call about a new business Danny Meyer was developing – Hudson Yards Catering (HYC). I listened with great interest and soon decided that this was something I very much wanted to be a part of.

I saw in Hudson Yards the unique opportunity to help build a catering company from the ground up, and felt inspired by the mission to introduce a true fine dining experience to the world of catering. I also relished the idea of joining Union Square Hospitality Group (USHG), as I had admired its restaurant businesses from afar for quite some time and was energized by the invaluable resources available within the company.

Over the course of my first several months with the company, I was based in USHG's home office. There I worked alongside Danny Meyer and the entire USHG team, absorbing the amazing spirit and culture of our group. I fondly recall a Thanksgiving lunch celebration in the conference room, where we enjoyed Union Square Cafe's Chef Michael Romano's delicious brined turkey, along with my colleagues' homemade dishes. While the food was great, it was the company that really stood out:

every single person made me feel completely at home! Fully versed in the spirit and culture of USHG, we set out to realize our vision for Hudson Yards to become the dynamic business it is today.

So much has happened since we started out two years ago, and we're excited to have this opportunity to share with you a taste of our experiences. We're pleased to present our premiere issue of *Hudson Yards*: from venue news to recipe ideas to a profile of a local cheesemonger, we hope you find something to whet your appetite in the following pages.

We begin by introducing you to our team, a family of extremely caring, talented and experienced individuals who work hard to create some of NYC's most magical and memorable events.

Looking forward to celebrating with you!

Stephan Baroni
Managing Director





Executive Chef Robb Garceau

At a young age, Robb's culinary passion took root: his parents (avid gardeners and travelers) encouraged him to explore the bounty of the family garden, nearby Hudson Valley farms, and cuisines from travels around the country. Some of his earliest memories are of picking wild blueberries for that morning's pancakes, crabbing on the Chesapeake, fishing at Yellowstone, and sampling fried catfish and gumbo in New Orleans. Prior to joining Hudson Yards Catering in 2006, Robb worked in the kitchens of Jean-Georges and Vong, and then served as executive chef of caterer Sonnier & Castle for six years.

At HYC, Robb embraces the opportunity to combine his fine-dining background with the challenge of inventing new menus and dishes every day. He enjoys collaborating closely with clients, soliciting feedback during tastings and tweaking ingredients to achieve the perfect note for the occasion. With his days filled with constant change and logistical challenges – requiring his team to adapt to different locations, clients, and even the weather – Robb realizes that the success of HYC lies in the joint excellence of every one of his team members. He cites his full-time sous chefs and pastry chef (see page 6) as indispensable leaders who ensure consistency and inspire collaboration, allowing the company to deliver excellence at every event.

"When your goal is to cook the highest quality cuisine for hundreds and even thousands of people, you appreciate how important the entire team is in getting it right. I feel lucky to have such a talented, hard working and passionate group of people by my side."

CHEF'S JOURNAL

Executive Chef Robb Garceau reveals his favorite tools, tips and trade secrets.

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FAVORITE FALL/WINTER

WINE PAIRING:

BRUNELLO DI MONTALCINO - with earthy dishes such as porcini mushrooms and hearty stews, it's a great late fall or winter combination.

TEACH YOUR CHILDREN WELL...

I love to cook with my two kids (4 years and 20 months), and to teach them about the entire food cycle: from planting and growing produce, to harvesting, using in a recipe, and then of course eating! On weekends, we often make pasta from Chef Michael Romano's *Union Square Cafe Cookbook*, using their grandmother's pasta machine. Following a recipe, with all the measuring and counting, is also a great way to teach math skills. It's fun and they learn so much – plus I can already see their passion for food developing. Soon they will be cooking for me!



THE TEAM



ROB HIRDT, PASTRY CHEF, brings to the team several years of experience at our sister restaurant, Eleven Madison Park, where he helped create some of the restaurant's renowned desserts. He also has a computer science degree, a credential he suggests is not as unrelated as one might think. *"Pastry work is a scientific art; the techniques are very precise,"* Rob says. For the opening of the MoMA Education Center, Rob used edible ink and printed a Warhol cow on frosting - a perfect combination of technology and art!

NATE ECKHAUS, EXECUTIVE SOUS CHEF, did a stint in the Navy, where he learned a few things about discipline and even more about the joy of cooking. His travels introduced his palate to flavors around the world. He left the Navy with recipes gathered from far and wide, and a decision to go to culinary school. Nate found catering an ideal fit for his love of change and challenge. Today, he thrives on staying one step ahead of whatever obstacles the day may bring, from heavy rain to Presidential motorcades, and delights in being a part of the events themselves. *"How can you beat a job where you get to listen to Stevie Wonder playing live while you work, like we did for the opening of the Hearst Building?"*

EFREN REYES, PRODUCTION SOUS CHEF, started with Hudson Yards when it was a fledgling operation working out of the kitchen at Eleven Madison Park. Today he is proud to be part of the successful and growing organization, and he especially enjoys the opportunity to cook with so many talented individuals at HYC. *"There's nothing like working with 20 different cooks who have 20 different styles."* Before culinary school, he had a long apprenticeship with one cook - his mother. Sitting on top of the washer in his mother's kitchen, he watched her prepare dinner nightly. *"She taught me everything I needed to know to get started - and her passion for cooking is with me every day at work."*

ANGELA HWANG, SOUS CHEF, is also an alumna of Eleven Madison Park - an experience she believes instilled in her a drive for excellence and creativity, and today helps keep her on her toes in the catering world. One of her favorite parts of the job: with every event in a different locale, Angela, a California native, has seen a whole other side to New York City. *"I love the smaller events in private homes. They are very personal, and I've met so many warm and wonderful clients that way."* The biggest challenge, she finds, is cooking in kitchens she's never set foot in before. *"One time we even cooked in a stairwell!"*



THE HUDSON YARDS WAITSTAFF are the faces of our company, the people who provide Union Square Hospitality Group's signature warm hospitality to thousands of guests. Having the best servers on our team is key to Hudson Yards' success: as Managing Director Stephan Baroni notes, *"Of course the food we prepare needs to be exquisite, but just as importantly, it has to be served with gracious hospitality. We strive every day to find and hire the best servers: warm, intelligent and passionate human beings who love to serve. Danny Meyer often says, 'People may or may not remember if the food was cooked perfectly, but they will always remember how they felt when it was served to them.'"*

HYC offers its staff an exciting training program on everything from food and wine education to hospitality 101. *"It's so important that we keep our staff inspired and constantly learning,"* Stephan says, *"We recognize that these talented people have chosen to work for us, and we want them to know that we are on their side."*

Greenmarket Beet Salad

Serves 6

Chef Robb Garceau's beet salad is a wonderful mix of savory and sweet, with citrus highlights balanced by cool, creamy dollops of ricotta.

Ingredients

- 3 Red Beets – medium sized
- 2 Golden Beets – medium sized
- 2 Candy Cane Beets – medium sized
- Sprigs of Fresh Thyme
- 1 Ruby Grapefruit, rind removed, fruit sliced into sections
- 1 Blood Orange (or standard orange), rind removed, fruit sliced into sections
- 3 oz Fresh Ricotta (*Chef's note: Murray's Cheese or Whole Foods have great ricotta*)
- 8 oz Baby Arugula
- Sea Salt
- Coarse Ground Black Pepper
- Walnut Oil – to drizzle
- Splash of Aged Balsamic Vinegar

Directions

- Wash beets and trim tops. (Tops can be reserved and sautéed another night.)
- Cook beets separated by color, so they don't bleed into one another. Place beets in cold water and bring to a boil with thyme and a pinch of salt.
- Once boiling, reduce heat to a simmer and cook beets until a knife tip can slide gently into them (approximately 45 minutes).
- Remove cooked beets from water and let cool to room temperature.
- While beets are still warm, peel skin and slice beets into large bite-sized wedges. (Note: Continue to keep beets separated by color.)
- To serve: Arrange beets and fruit on plate with ricotta and arugula. Season with salt and pepper; drizzle with walnut oil and balsamic vinegar.



Artist Profile: Shelley Bello

While most would say successful event planning is all in the details, for Shelley Bello, the new event and floral designer at Hudson Yards, the job is always about the big picture.



FLORAL DESIGN TIPS AND TRICKS:

Look to see what's growing outside, then go to the flower market and buy what's in season. DAHLIAS are wonderful in the fall.

Use MULTIPLES of a particular flower: it really focuses the attention on form and makes for dramatic use of color.

Several SMALL BUD VASES arranged together can form a beautiful centerpiece.

Keep arrangements SMALL AND LOW at tables to allow for conversation to flow. Larger flowers, like hydrangeas, work best in other parts of the room.



"When designing an event, my goal is to transport people," says Shelley. "To do that, especially in a place like New York City, we often have to create a new environment. My job is to craft a space that will make guests feel that they are in a completely new place, both literally and figuratively, when they arrive."

In fact, the first question Shelley asks each client is not which flowers they prefer, but more importantly, *"What feeling do you want to capture?"* Answers vary as much as the people who walk through her door. Whether for an exotic Indian palace or a lush garden, Shelley considers the full range of design elements – from flower

arrangements to furniture rentals, lighting, tableware and fabrics – to bring a client's vision to life. Her style is clean and modern, yet sumptuous.

"Late autumn is a vibrant season to design. The jewel tones – the burgundies, the greens – provide such a rich focus. The natural light in autumn is wonderful too, and really can help shape an event."

Shelley has considerable experience as a floral and event designer, including serving as Creative Director for Renny and Reed, designing celebrity weddings, and creating floral and event

installations for the Four Seasons Hotel NYC, Eleven Madison Park, Preston Bailey Events and Paramount Pictures, among others. She started her own company, Shelly Bello Design, earlier this year, and NYC hired her as its floral and event designer in August 2007. With a degree from the Art Institute of Chicago, and painting and photography as serious hobbies, it is no wonder she sees the whole room as her canvas.

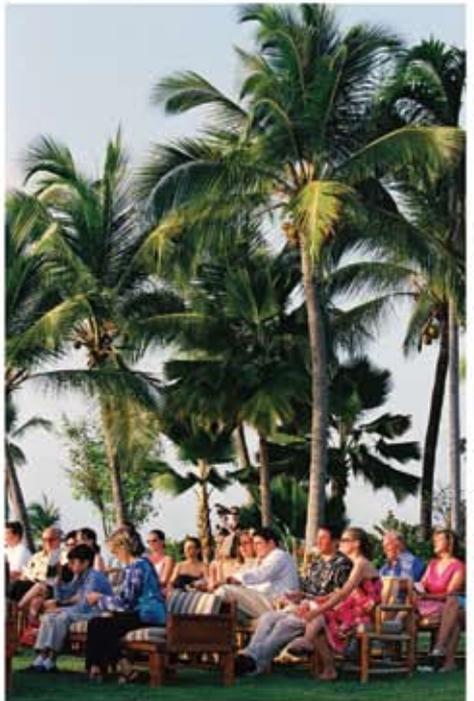
"I try to ensure the experience reaches all the senses: touching, tasting, seeing, smelling and hearing. I see it as an art form," Shelley explains, "and I have the whole space with which to work."

Shelly Bello Design www.sbdnyc.com



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Saxelby Cheesemongers

Anne Saxelby of Saxelby Cheesemongers, located at the Lower East Side's Essex St. Market, has become a favorite of Executive Chef Robb Garceau, along with many cheeselovers throughout Manhattan. On any given day, Anne showcases 30-40 different cheeses, primarily from farms in New York and New England.

After working for years at Murray's Cheese in Manhattan and then on farmstead dairies in the US and abroad, Anne set up her own shop in 2006. One visit to her charming retail counter and it's clear that her penchant for selling cheese is just part of the story. She is more than passionate about cheese: she loves every step of the process, from searching out the best small dairy farms, to getting to know the farmers and their methods, to ultimately sharing her finds with her customers. "You learn something from

each person along the way," Anne explains. Many of the cheeses at Saxelby Cheesemongers are favorites from farms where Anne has worked.

HYC proudly offers guests an outstanding array of cheeses from small producers in the United States and around the world. Chef Robb Garceau collaborates closely with Anne to make tailored selections for each Hudson Yards event. Here are some of Robb's favorites, with descriptions from Anne herself:

Cobb Hill 'Ascutney Mountain':
(raw cows' milk) Hartland, VT

Ascutney is a rich, deep yellow cheese with a pleasant, nutty and lightly sweet flavor. Ascutney Mountain (incidentally both the name of a cheese and a mountain) hails from a community in Vermont devoted to sustainable agriculture.

Nettle Meadow 'Kunik':
(pasteurized goats' milk with Jersey cream) Warrensburg, NY

Kunik is a dreamy, mild-ripened cheese made from a mix of goats' milk and fresh Jersey cream. It ranges from earthy, grassy and slightly firm to supple, unctuous and pungent. Delightful at any state of ripeness, Kunik deserves a much-coveted place in your belly.

Lazy Lady Farm 'Tomme de Lay':
(raw goats' milk) Westfield, VT

Tomme de Lay is a magnificent cheese that pokes fun at one of our country's most infamous politicians. First called Dandy's Lyin', this cheese's rind is lightly speckled with dandelion greens and summer savory. During a fit of creativity during one evening's milking, cheesemaker Laini Fondiller decided to change the name, and Tomme de Lay was born. An elegant, washed rind cheese with a dense chalky center surrounded by a creamy outer layer, Tomme de Lay has hints of grass, spongy mushrooms, and fresh cream with deep gamey and musky notes.

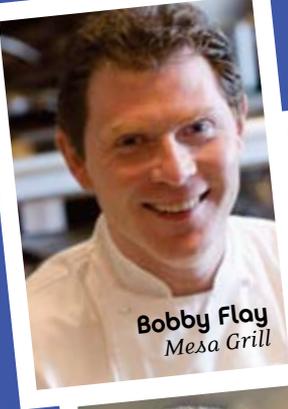
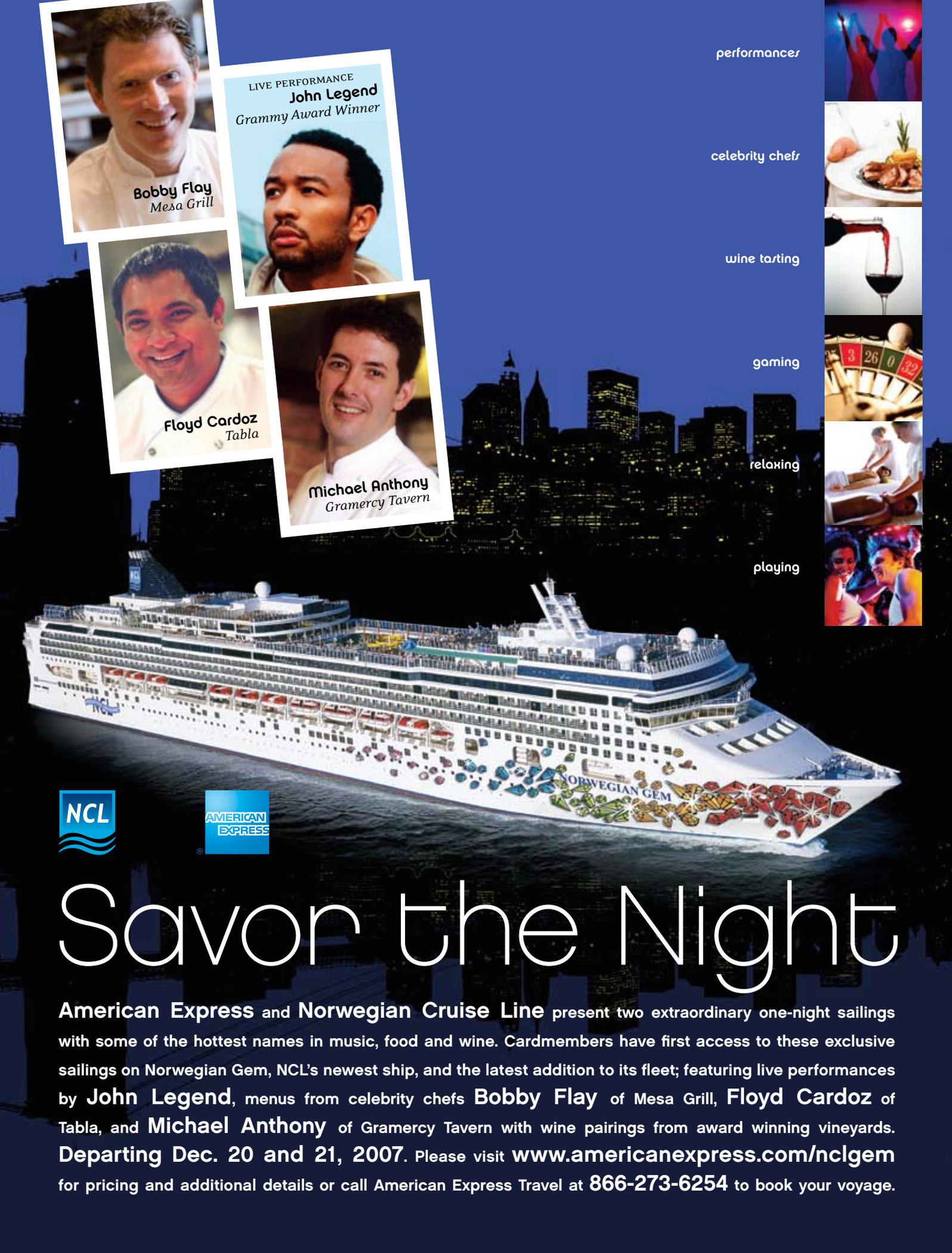
Lazy Lady Farm 'Marbarella':
(pasteurized goats' milk) Westfield, VT

Mirror, mirror on the wall, who's the prettiest cheese of all? Marbarella's striped beauty comes from layers of vegetable ash sprinkled between three tiers of delicate and fluffy goats' milk curd. Not just a looker, the taste packs a real punch.

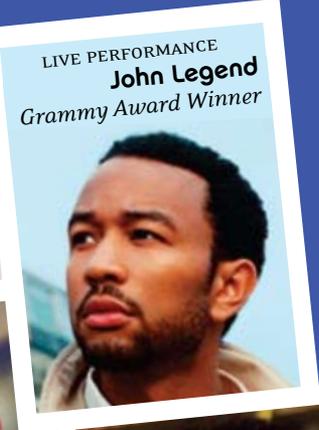
Consider Bardwell Farm 'Manchester':
(raw goats' milk) West Pawlet, VT

Consider Bardwell Farm is the site of the oldest cheese-making cooperative in Vermont, dating back to 1864. The stream next to the farm used to provide power for the cheese house, as well as water for the cheese-making process. Manchester is an amazingly tasty cheese, crafted from the milk of Oberhasli goats. The aroma is that of fresh cut grass and asparagus stalks, and the flavor is deeply mineral and sweet.

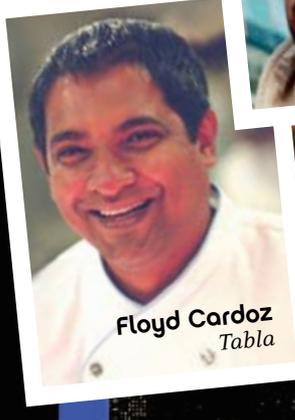




Bobby Flay
Mesa Grill



LIVE PERFORMANCE
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Grammy Award Winner



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Raising The (Microbrew) Bar

As artisanal beers take center stage, Hudson Yards offers guests the opportunity to sample and savor an outstanding, eclectic selection from the best small breweries.

Omri Green, HYC's Operations Manager who formerly launched Blue Smoke's catering business, has a particular passion for beer. *"There are so many different and interesting beers in America right now. People are less familiar with them as well, so it's fun to taste and learn about these beautifully crafted brews with your guests."*

With such a wide variety of domestic brews newly created and readily accessible, setting up a microbrew specialty bar at home is easy. Omri recommends starting with six brews, ranging from a light-bodied to a dark beer:

Otter Creek Pale Ale

"Crisp, refreshing, exotically aromatic and available year round. Based in Middlebury, Vermont, this great brewery benefits from the town's municipal water: its clean flavor positively affects the taste of their brews."

Brooklyn Lager

"A clean and refreshing beer, this is the flagship brew for Brooklyn Brewery. Made with a technique called 'dry-hopping', the practice of introducing fresh hops to the beer as it matures, this lager has wonderful aroma and flavor with a crisp finish, rather than a bitter one that so often defines lagers."

Victory Golden Monkey

"A fantastic beer, but watch out: it has a high 9.5% alcohol content – your guests will feel this one quickly!" From Victory Brewing Company located in Downingtown, PA.

Rogue Dead Guy Ale

"This microbrew is from Oregon, a hotbed of microbreweries. A German-style maibock beer, the Rogue Dead Guy Ale is a strong, darkly hued brew. Originally created for a private club in Portland to celebrate the Mayan Day of the Dead, its hearty flavor pairs really well with BBQ."

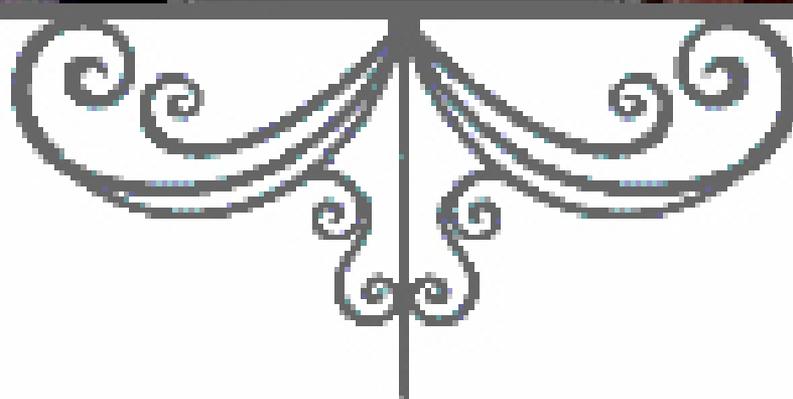


Goose Island IPA

"A great example of an India Pale Ale, from Goose Island Brewery in Chicago. Copper colored, with lots of spice and a strong hops finish."

Flying Dog "Gonzo" Porter

"A very dark malt beer with an intense chocolate flavor. Flying Dog brewery is based in Denver, and the 'Gonzo' is named after the microbrewer's close friend, Hunter S. Thompson, the author and journalist credited as the creator of 'Gonzo Journalism.'"



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From The Grapevine...

Hudson Yards is passionate about providing guests with extraordinary wine lists featuring leading producers from both the best known and emerging wine regions of the world. In keeping with the fine dining experience, the staff at HYC works closely with clients to select wines that pair beautifully with their menus. Below are a few recent additions to HYC's wine list that are flavorful, versatile and offer exceptional value:

Château du Seuil Rouge (Graves) 2001

Made from a blend of 50% Cabernet Sauvignon, 45% Merlot and 5% Cabernet Franc, this wine is fruity and well-balanced, with integrated oak flavors and firm round tannins. In recent years, the wine has developed the peppery characteristics of a classic Graves red. Fresh, with a complex aftertaste.

Gruet Blanc de Noirs (New Mexico) NV

The rich and toasty character of this 100% Pinot Noir is balanced and superb. Aged for a minimum of two years, the palate shows rich, complex flavors; the amazing berry aroma and creamy texture play leading roles with great finesse. The raspberry notes are juicy and explosive!

Pinot Blanc, Lieb Family Cellars (North Fork) 2005

Pale yellow with a green tinge, this wine is wonderfully aromatic and has clean, focused notes of citrus and wet stone. A big, mouth-filling wine, this could easily be mistaken for an Alsatian Pinot Blanc. Pear, citrus and hints of tropical fruit mingle on the palate with minerals and chalk. The long, elegant finish offers a salty tingle of acidity.

Signe Pouilly Fuissé (Burgundy) 2005

Ripe, supple and medium bodied, this classic expression of Pouilly-Fuissé shows vibrant Chardonnay fruit flavors with notes of melon and minerals. Gently touched with oak and ending in a fresh, silky finish.

Marquis Philips Shiraz (Australia)

Bright ruby-red, this Shiraz has lively aromas of dark berries, violet pastille, licorice and mace, as well as cool, concentrated flavors of black raspberry and blackberry. A smooth, sweet, nicely balanced wine with verve, it has an aromatic, persistent finish. You can easily spend twice the price of this wine for a less satisfying Shiraz.

Billecart-Salmon Brut Rosé (Mareuil-sur-Aÿ) NV

This Champagne house was founded in 1818 as a result of the marriage between Nicolas François Billecart and Elizabeth Salmon; some 200 years later, the seventh generation of descendants creates wines with the same passion for elegance, finesse and balance. Their Brut Rosé, a blend of Chardonnay, Pinot Noir and Pinot Meunier, is a refined rosé Champagne.

ON THE MENU:

New for Fall/Winter

HORS D'OEUVRES/CANAPÉS:

Crab Croquettes

Maine Crab Meat, Avocado,
Lime, Diced Ginger

Foie Gras Terrine

Sauternes Gelée,
Bosc Pear,
Toasted Brioche

Kobe-style Beef

Olive Crostini,
Shallot Agro-Dolce,
Fresh Thyme

MAIN COURSES:

Branzino

Creamy Fregola,
Rock Shrimp,
Green Olives,
Golden Raisins,
Lemon Jus

Seared Chatham Cod

Manila Clams,
Apple Smoked Bacon,
Fingerling Potato

Beef Duo:

Petit Beef Tenderloin,
Chianti Braised Short Ribs
Anise and Rosemary Polenta,
Swiss Chard

Spiced Lamb Loin

Black Trumpet Mushroom,
Baby Leek, Acorn Squash,
Red Wine Currant Sauce

DESSERT:

Gewürztraminer Poached Pear
Tahitian Vanilla Crème Brûlée,
Toasted Almond Cake

PARTY NOTES – RECENT EVENTS FROM HYC

DIFFA (Design Industries Foundation Fighting AIDS) “Dining by Design” Benefit for AIDS, at the Tunnel at the Waterfront in February: over 60 top fashion and interior designers each styled and created individual “dining rooms.”

Versace fragrance launch, at the Versace boutique in May: a special canapé was created to match the new fragrance’s accents of guava, lilac, orchid, bourbon and wood.

Public Theater Opening of Shakespeare in the Park, in Central Park in June: the star-studded evening included Meg Ryan, Debra Messing, Cynthia Nixon, and Philip Seymour Hoffman, among the 950 guests.

Gramercy Tavern Chef Mike Anthony’s Wedding, at the Angel Orensanz Foundation in August: Mike married artist Mindy Dubin; the menu highlighted some of their favorite Greenmarket ingredients.

Gramercy Tavern Chef Mike Anthony’s Wedding



NEW AND EXCLUSIVE VENUES FROM HYC

SMALL... (UP TO 35)

THE HUDSON ROOM

An intimate tasting room with floor to ceiling views of the Hudson River in the same space where Hudson Yards’ fabulous open kitchen is located.

MEDIUM... (UP TO 175)

CORNELIA DAY RESORT

New York’s finest go to unwind at this oasis on Fifth Avenue. With calming tones and a beautiful outdoor space, Cornelia provides an ideal atmosphere for events. www.cornelia.com

LARGE... (UP TO 2000)

ELEVEN MADISON AVENUE

The art-deco lobby of this beautiful landmark building is a stunning setting for any style function.

THE TUNNEL AT THE WATERFRONT

Once home to the “Tunnel” nightclub, this block-long venue is set on the ground floor of the beautifully renovated West Side railroad tunnel.

THE PARK AVENUE ARMORY

A glorious landmark on Park Avenue between 66th and 67th Streets, the Armory offers several exquisite period rooms for almost any size event. The Veteran’s Room and Library are two of the world’s few surviving Tiffany interiors. www.armoryonpark.org

NEW THIS FALL...

THE TIMES CENTER

Located in the heart of Times Square, the Renzo Piano-designed NY Times headquarters offers two modern, expansive event spaces. www.thetimescenter.com



The Park Avenue Armory



The Times Center

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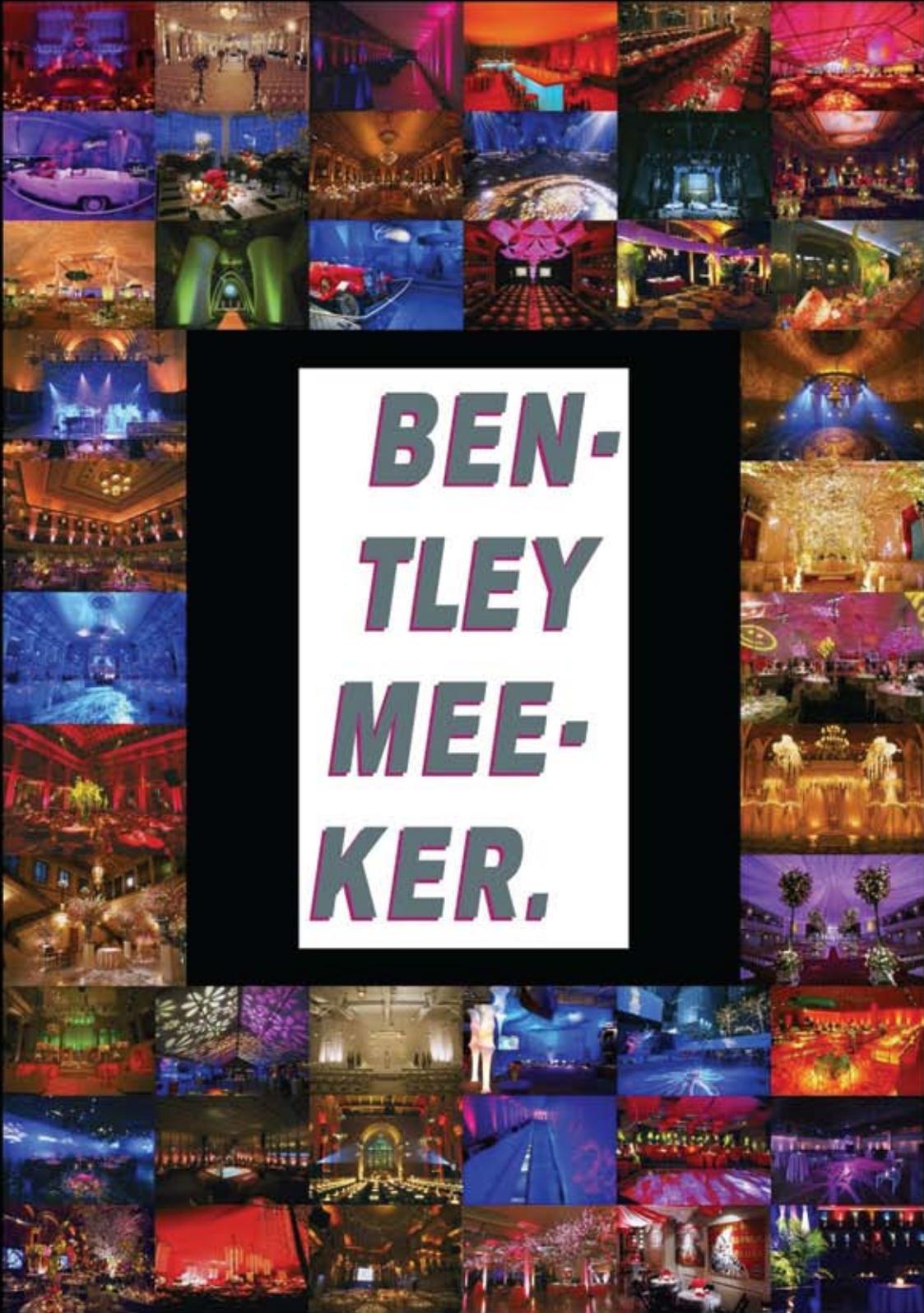
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