

For Hotel, Resort, and Casino Food & Beverage Professionals

Hotel F&B Executive



Official
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TRIPLE TREAT

Loews menus for individual tastes

L-R, Executive Chef Herve Cuyeu, Portofino Bay Hotel, a Loews Hotel; Executive Chef George Cronk, Royal Pacific Resort, a Loews Hotel; and Executive Chef Evan Percoco, Hard Rock Hotel



Enter the 2005 MIXIE Awards Hotel Cocktail Competition!, p.13

BEVERAGE POTPOURRI BY DAVE STEADMAN

MIXIE PARTNER HONORED

At the Fairmont San Jose's New Year's Eve Gala, one of their beverage partners is honored with a six-foot-tall ice carving created by world-famous ice carver Shinichi Sawamura.



Dave Steadman

He created the award-winning sculptures for the opening ceremonies at the Nagano Olympics.

This time the beverage honoree was Ciroc Snap Frost Vodka, recognizing that it was the key ingredient in their MIXIE Award Winning Wireless Cocktail.

"Earlier this year we hosted a gathering of over 80 journalists from all over the world," said Lina Broydo, director of public relations for the hotel. "Every one of them received a promotion piece about our Wireless Cocktail, the winner of the MIXIE Award for best cocktail in the Ciroc Vodka competition, selected



Ciroc Vodka is honored with a Shinichi Sawamura ice carving for its contribution to the Wireless Cocktail, the MIXIE Cocktail contest winner.

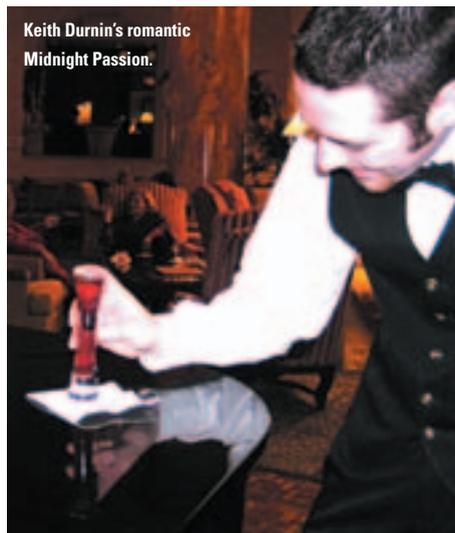
by distinguished judges in New York."

"We want them to spread the word about the wireless connectivity provided in the Fairmont San Jose's Lobby Lounge, along with creative cocktails that invite easy socializing with other

'tireless wireless' techies in this heart of Silicon Valley," she adds.

Midnight Passion is a new cocktail created by Keith Durnin for romantic moments.

- 1 oz. Ciroc Snap Frost Vodka
- 1/2 oz. Passion Fruit Alize
- Splash of wild strawberry liqueur
- Splash of Chambord
- Splash of cranberry juice
- Shake well with ice and strain into glass.



Keith Durnin's romantic Midnight Passion.

EDUCATING ABOUT SPIRITS

At the Woodlands Resort & Conference Center in Texas, guests are told of the heritage of the spirits that are offered.

"Scotch whisky can trace its roots back to the ancient Celts of more than 500 years ago . . . The production of Scotch whisky came about because there was no effective way of storing beer over a long period of time and distilling a

100 percent, and we're looking at solid bookings through next summer," says Joshua Liebowitz, F&B director.

"Being directly on the beach, when guests arrive they are in an 'Islands mood,' thirsting for a daiquiri, piña colada, or one of our specialty tropical cocktails. We begin with the Bahama Blast line of products because they are bursting with fruit flavors, don't separate, and are easy to use."

Nonalcoholic drinks have names like Beach Ball, Kiddie Pool, Flip Flop, and Sand Castle. A variation of flavored rums will be added for cocktails like High Tide, Live Bait, Waterfall, Undertow, and Rip Curl.

What better way to counter summer's heat than with frozen cocktails and smoothies?—DS

liquid into a spirit drink was a way around this."

A description of the major distilling regions of Scotland follows, preceding the listing of fine blends and single malts—17 in all.

"Tequila, the first distilled spirit on the North American continent, is known to most Norte Americanos as a fiery beverage to be dutifully downed during adolescent rites of passage. Today, tequila and its rustic cousin, mezcal, are fast becoming the newest discovery by sophisticates of the international dining and drinking scene," introduces this spirit.

Additional paragraphs romance the heritage of tequila and describe its four styles. Ten tequilas are offered, drawn from all styles.

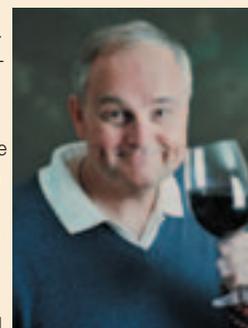
"We have four tequila drinks that sell very well," says F&B Director Mike Maruca. "Most popular is the Texas Tini made of Patron Silver Tequila, Grand Marnier, and fresh lime juice. Other popular drinks are the Watermark Margarita made with Sauza Tres Generaciones Silver Tequila, Grand Marnier, and fresh lime juice; the Woodlands Margarita made with

THE WORLD OF WINE

BY FRED TIBBITTS

America's wine-consuming public is the fastest-growing adult beverage segment. U.S. restaurants, clubs, and hotels are offering an increased selection of wines by the glass, the

likes of which has never been seen here. Proof positive that premium wine is becoming part of the American culture is the availability of premium and super-premium wines in food markets nationwide. The newest superstars to burst on the U.S. retail



Fred Tibbitts, the Globetrotting Wine Guy

scene and which deserve much of the credit for eliminating the wine glut are "Extreme-Value" wines (wines below \$4.99 per bottle with Two Buck Chuck leading the way in California at \$1.99, then trending to \$2.99 as you head East).

It has taken over 125 years to be realized, but these days, when shopping for dinner, increasingly, along with meat and vegetables, you find a bottle or two of premium wine nestled prominently in many shopping baskets. And it's not your grandfa-

COCKTAILS FOR YOUNG & OLD

The Crowne Plaza Hotel on the oceanfront on Singer Island, Florida, has two bars serving the pool area. One of them just serves nonalcoholic drinks for the younger set.

"Kids of all ages love these drinks and gladly pay the same prices we charge their parents for cocktails," says General Manager Jack Zimmerman. "We offer a variety of drinks by beginning with the wide range of Bahama Blast real fruit products, adding ice and additional fresh fruit. Then we blend, garnish, and serve."

The Hilton Garden Inn, Pensacola Beach, Florida, bore the brunt of four hurricanes last year and was shut down until January. "January occupancy was

Herradura Anejo Tequila, Cointreau, fresh lime juice and sweet & sour; and Spider Byte made with Tarantula Citrus Tequila, Chambord, Malibu and cranberry juice."

"When our guests are drawn into the mystique of fine spirits," Maruca adds, "they want to expand their experience by trying brands that are new to them and sharing their feelings with others at their table or at the bar."

■ SHAKKA

If you attended the Nightclub & Bar Show in Las Vegas, I don't have to say anymore. The volcano erupting in many hues drew everybody's attention to the introduction of this Hawaiian-themed new age spirit of "Okole Ma Luna".

Shakka Grape, Shakka Kiwi, and Shakka Red Apple, exotic new spirits distilled from grain, with all natural flavors in vibrant colors, are being brought to you by the importer of Cruzan Rum.

Some drink suggestions are:

South Pacific Mojito

1 oz. Shakka Kiwi
1 oz. Cruzan Pineapple Rum
2 oz. Sprite
2 large sprigs of mint, squeeze of lime juice
Top with ice, no muddling needed.

Grape Berry Blast

1 oz. Shakka Grape
1 oz. Strawberry Vodka
dash of Sprite
Serve in a chilled cocktail glass rimmed with caramel and sugar. Garnish with lime wheel.

Red Apple Crush

1 oz. Shakka Red Apple
1 oz. Cruzan Pineapple Rum
2 oz. Sprite
Serve over ice

Aloha.

Dave Steadman is associate editor, wine, beer, and spirits, HOTEL F&B EXECUTIVE.

ther's Chianti or your father's Paul Masson. It's premium Chardonnay, Sauvignon Blanc, Pinot Grigio, Shiraz, Pinot Noir, or Merlot from a brand-name producer.

All this is fine, but when you overlay scores of consolidations at every level, it becomes very three dimensional. Constellation, the world's largest wine company, began as a kind of sleepy Upstate New York family business dubbed "the Canandaigua Wine Company" in Canandaigua, near Rochester, and found fame and fortune marketing Richard's Wild Irish Rose in hip flasks to brain surgeons, rocket scientists, and mystics as well as niche products such as Sun Country Coolers.

Constellation reinvested the profits from these ventures, and before you knew it acquired Barton Brands (spirits and beer purveyors), which just happened to have the distribution rights for half the United States for Corona Beer, another gold mine. Some say they were lucky to come so far so fast, but after such a string of successful ventures and brand launches, it's fair to say they very much planned it.

Constellation also announced an offer for Robert Mondavi. It appears to be moving forward in such a fashion as to keep the Mondavi empire whole (without the Mondavi family). Southern Wine & Spirits announced they are entering the New York City market by purchasing Premier from David Taub, which means Southern is one step closer to being in every major market.

In addition, the Australians and Californians are cooking up joint ventures and investing in each other's wine industry. Trincherro bought Reynold's;

Constellation bought Hardy's; Mildera-Blass bought Beringer; Allied Domecq bought Montana (New Zealand's largest winery); and Ernest & Julio Gallo bought a stake in White Haven (New Zealand). Boisset of France bought Lyeth Meritage in Sonoma County, Seven Peaks Vineyard at San Luis Obispo from Southcorp, and De Loach Vineyards in Russian River. Constellation pounced once more and bought a 40 percent share of Ruffino (now imported by Schieffelin & Somerset, but we'll see how long that lasts). And this is just a fraction of the global consolidations taking place at every tier.

BOISSET

Known here as "Boisset America," the organization is headed by one of the senior Boisset family members, Jean-Charles Boisset, who recently discussed the changes in France and how Boisset (third-largest wine group in France and second-largest exporter of premium wines from France) is positioning itself to prosper in a complex global environment.

Being a man of few words, he acknowledges France is in the midst of an historic self-examination and rebirth to regain its position of unquestioned prominence as the world's top producer, marketer, and exporter of premium wines. To under-



Jean-Charles Boisset

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- Quarterly Review of Wine, Spring 2004

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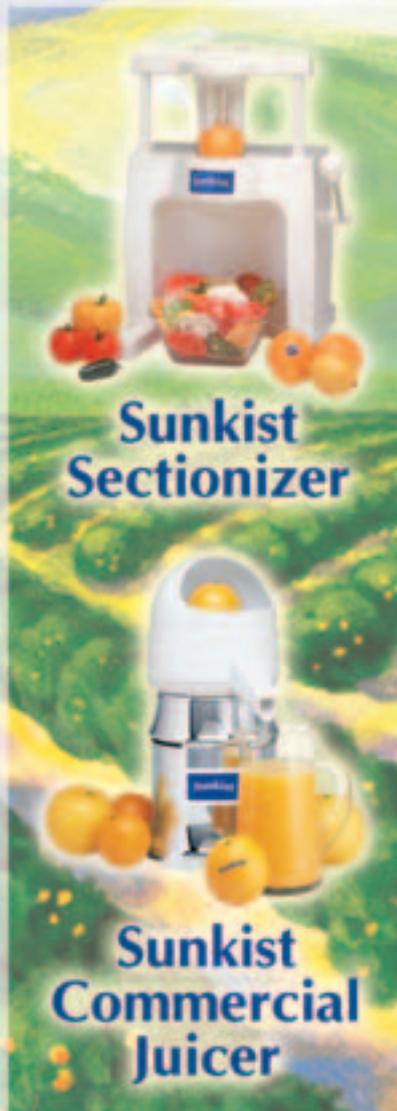
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Wine continued

stand his family's global ambitions is to focus on four concepts:

- The transition of Boisset from "negociant-eleveur" to "viticultriceur," the practice of combining excellence in the vineyards with excellence in the cellars.
- Placing Burgundian "terroir" above all else in the pursuit of identifying and securing the best sites.
- "Upstreaming," the practice of entering into long-term grower contracts to ensure best practices and best quality by forging a dedicated, seamless relationship with every partner.
- "Brand-building without borders," investing for the future around the world.

And Jean-Charles's passion? "The relentless pursuit of locating the best places in the world to grow and produce award-winning Pinot Noir and Chardonnay . . . in terms of California, the decision was easy: Russian River for Pinot Noir and Carneros, Green Valley, and Sonoma Coast for Chardonnay."

DIAGEO

The combination of GrandMet and Guinness in December of 1997 resulted in "DIAGEO plc." For the record, however, in 1987 the predecessor entity in the U.S. to DIAGEO (some knew it as UDV, Paddington, Carillon, or Guinness) and Moët Hennessy formed a joint venture for the United States, called "Schieffelin & Somerset" (which was previously two companies, "Schieffelin" and "Somerset"). That joint venture is now named "Schieffelin."

In December 2001, DIAGEO plc in collaboration with Pernod Ricard SA acquired the Seagram Spirits and Wine Business. They then sold Mumm, Mumm Cuvee Napa, and Perrier-Jouet in 2001 and Malibu in 2002 to Allied Domecq, whereupon DIAGEO plc closed on the marketing rights to Captain Morgan.

From 2002 to 2004, the "Next Generation Growth" or "NGG" distributor realignment occurred. It was a strategy to increase revenues and profits by better controlling distribution, whereby DIAGEO and Moët Hennessy would be marketed and sold through a common, dedicated sales force in most states.

But wait. It's not over until the thin lady sings (she's been on a low-carb diet, you'd never recognize her). DIAGEO has elected to market their brands directly via DIAGEO North America, taking their brands (Including Smirnoff, Johnnie Walker, Cuervo, Tanqueray, J & B, Captain Morgan, Baileys, Guinness, and several Single Malts) with them from Schieffelin & Somerset (sorry, that's "Schieffelin" now, right?). Who's on first base? Don't answer or I'll be totally lost.

This leaves Schieffelin with Moët Hennessy, Marnier Lapostolle, Ruffino, and Millennium Imports. Correct? Oh, oh. Constellation bought 40 percent of Ruffino. We better put Ruffino in the Constellation column or my name's not "Don Federico Perillo de la Lechuga" (which it is since I spent a week in Chile on an educational trip, courtesy of ProChile. One of the notable participants, Norbert Relecker, regional F&B director, Hyatt Hotels & Resorts, decided because I was

Wine continued

trip leader, organizer, renowned student of broken Spanish, and voracious consumer of one head of iceberg lettuce daily on my new diet, the most apt descriptor for me, henceforth, would be "Don . . ." Everyone agreed, and that was the last time I heard "Fred").

And not to ignore the very latest news, it's out that Pernod Ricard SA might be acquiring Allied Domecq. They say change is inevitable and is healthy. Well, the "big" are certainly getting bigger, and that's good for most of us. Right? Better get used to it: The future will be spelled "changes ahead, like it or not."

WHAT'S HOT

On the "What's Really Hot" vis-a-vis the technology frontier to boost winery, distributor, restaurant, and retailer wine sales, I found what happens when a West Point honors graduate engineer develops a passion for fine wine:



Bill James

You have Bill James, hard-charging president/CEO of Wineops, the Minneapolis-based, one-stop-shop consultancy with patents on systems and software, such as WebClerk, which is years ahead of its time

and available on CD upon request.

Regarding Bill's revolutionary systems, patented software, and processes he has authored, he explains, "Our mission is to increase the profitable sales of wine industry companies by providing better communications, data, and technology and integrating the business systems of trading partners into a network of buy better, deliver better, and sell better."

Bill continues, "The word processor empowered businesses overnight to desktop publish what until then was a monopoly controlled by outside printing companies and the like . . . Similarly, WebClerk empowers every business, big or small, to desktop host its own website and let the Internet deliver on its true potential.

"For hotels," Bill says, "this means breakthrough technology features such as e-wine lists with virtual inventory (with rich data about every currently available wine and easily accessible from your Blackberry or handheld), web-based take-out sales, web-based reordering, and much, much more." Now that's what I call innovation worth checking-out. Find him at www.wineops.com.

The premium wine business is global, from unlimited applications of the Internet to the supply chain that cultivates grapes, makes wines, markets them, ships them, delivers them to your door, and provides

professional wine training and menu pairing. There's a wine solution for every customer, and if one takes advantage of the kinds of advice and opportunities described, having a successful program in every respect is all but guaranteed.

Every wine organization in the global supply chain is at your service more than ever because without your business, they are but a concept: when you succeed, they succeed.

We are at last and at once all connected via globalization of the wine trade with a common goal for each of us to prosper in harmony with our clients and customers. There has never been such a wealth of information, producers, and importers delivering superior wine values that translate to customer satisfaction and increased profitability. And there is an abundance of service personnel at every level ready to meet and/or exceed your every need and expectation with respect to selection, purchase, delivery, inventory management, marketing, and server & catering sales training.

Onward and upward. ☉

Fred Tibbitts, senior vice president, Fred Tibbitts & Associates Inc., is the foremost global wine-by-the-glass consultant, working with on-premise chains around the world. fredbev@fredtibbitts.com

key to the pantry

MARTINI STEMWARE

Shaken or stirred? BIA introduces a menu of elegant Martini stemware in 6-, 7- and 8-ounce sizes—as well as a classic 50-ounce Martini pitcher with acrylic stir rod. Just add customers and enjoy! CONTACT: Leslie Russell, 866-553-2800 x 104, leslier1@biacordonblu.com



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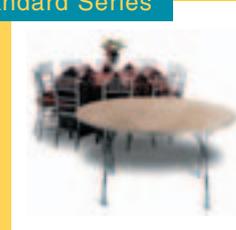


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