

INTRODUCING
THE BIG RED PASTA MACHINE

FAUCHON EXCLUSIVES
DIRECT FROM PARIS

STATION TO STATION
CHEF SUPPA
MAKES THE ROUNDS

FOOD HALL

**PREMIERE
ISSUE!**

**THE PLAZA
FOOD HALL
BY TODD ENGLISH**

**SEASONAL
RECIPES**

Comfort Foods to
Warm You Up

Plus!
**Present Perfect
Todd's Must-Give Gifts**

Where in the World?
**Tracking Down Todd at
Food Festivals, on TV,
and at Book Signings**



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Inspired by the journeys
and DISCOVERIES
of Joseph Banks

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JAMAICA THE AROMA

GUYANA THE DEPTH

BARBADOS THE ZEST

JAVA THE SPICE

Publisher
MICHAEL GOLDMAN

Editor-in-Chief
TINA HEATH-SCHUTTENBERG

Design Director
JANA POTASHNIK
BAIRDesign, Inc.

Managing Editor
CHRISTIAN KAPPNER

Assistant Editor
STEPHANE HENRION

Copy Editor
KELLY SUZAN WAGGONER

Contributing Writers
PAMELA JOUAN
JACLYN BLOCH

Photography
MELISSA HOM
TED AXELROD

Advertising
advertising@hautelife.com

Marketing Director
KATHERINE PAYNE

HauteLife Press
a division of C-BON MEDIA, LLC.
321 Dean Street
Suite 1
Brooklyn, NY 11217

www.hautelife.com
info@hautelife.com

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

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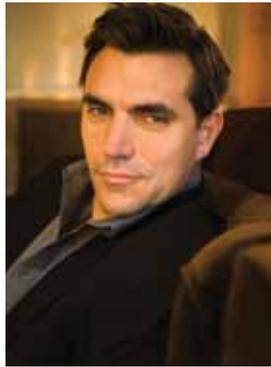
HAUTELIFE
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**THE PLAZA
FOOD HALL**
BY TODD ENGLISH

One West 59th Street
Concourse Level
New York, NY 10019
Tel. 212.986.9260
theplazafoodhall.com

Founders
Todd English and Brian Crawford

Food Hall *contents*



We live in an increasingly globalized world. The concept for a food hall might be new to the United States, but it is steeped in Europe tradition. That market feel—the

excitement and bustle of shopping the stalls for the freshest produce and latest products—is the first picture my mind conjures when I think of what The Plaza Food Hall is all about. The food stations in central markets, like those in Barcelona or Italy, originally were built to feed the staff. At The Plaza Food Hall, we combine the feel of a market with service through the addition of tasting stations—and that's the unique difference between what we are and what's available elsewhere.

I wanted to bring a true sense of a world market to New York, and hopefully many other cities after that. The wonderful thing is that here we have a melting pot of an audience, and we draw from that inspiration. Our patrons find it exciting to watch our chefs prepare the food; it brings them into the live show and the overall Food Hall experience. Our expansion allows us to continue to build on both the market and service to their fullest potential. The beauty of this concept is that it will never go out of style—people simply love to eat—and it has a lot of flexibility built into it. So whether you come to shop, snack, or dine, we look forward to seeing you at The Food Hall soon!

**Present
Perfect**

Todd's top picks
for must-give gifts
on any occasion.

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Tracking down Todd at appearances and demos.



“Catena Zapata is the Argentina winery of reference,
the standard of excellence for comparing all others...”

Robert Parker Jr. - Parker's Wine Buyer's Guide - 2008

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In a space replete with the finest food offerings sourced from all over the world and made in-house, the ease of convenience, stylish atmosphere, and detail to quality all point to an underlying motivation: *the customer.*

TO EACH HIS OWN TASTE

at The Plaza Food Hall by Todd English



Most specialty markets and stores are driven by their prepared foods.

But The Plaza Food Hall by Todd English realizes that the look of a place can come from the sense of a market, where the focus is the customer first and foremost. What's sourced, prepared, and offered to each visitor defines The Food Hall experience. Interacting with guests while providing the charm of services is the motivation in bringing it all together.

It is, after all, a concept for everyone. There's a fantastic mix of diners, from tourists and Plaza Hotel guests to locals that include general New Yorkers and those who live and work in the neighborhood. Tired of the routine sandwich shops, local workers drive the lunch scene. Here, they are able to have a sit-down lunch in a more upscale setting, for roughly the same price—all within a 35-minute time frame in consideration of busy schedules. Families who check in at the hotel, exhausted from travel, can relax at a table within moments, while The Plaza residents are grateful to have a casual and elegant dining experience with great service without leaving the building. And, of course, diners in a real rush have many options for takeout, including a new panini station, with more on-the-go offerings coming soon. When the marketplace slows in the evening, sitting down for a meal comes into its own; dinner service evolves into that of an à la carte Manhattan restaurant.

With a thousand people daily coursing through The Food Hall, Todd English recognizes that its immediate success was a convergence of luck, timing, and providing great products: "Eating never goes out of fashion, and diners are definitely on

the hunt for new things—so we brought a world market to their doorstep." The continuing retail expansion will soon offer more cheese selections; a wine store, including a tasting bar for sampling before purchases; a bookstore; and additional unique products ranging from sushi to salami. With the inclusion of a one-of-a-kind, Willy Wonka-esque pasta machine, guests will catch more than a glimpse of the inner workings of an Italian kitchen as pasta literally cascades off the line and into pots of boiling water.

All this under one roof—or, more so, at one tabletop. At The Plaza Food Hall by Todd English, you can tuck yourself into a seat at the newly expanded bar with a glass of wine and a small plate of tapas, or sit down for a full five-course meal. Most food halls the world over offer a worldwide selection, but not necessarily the ability to sample all those selections in one spot. While The Food Hall channels old-world charm, it goes one step further—after all, the American palate is not limited. A table of four might be enticed to eat four completely different cuisines—why not cater to them? Instead of making the customer go to a particular location to sample the food, it's quite literally brought to them. Focusing on offering the best product possible, you may find yourself wanting it all—even those things you didn't know you wanted!

Guests crave service, and Todd English knows how to provide it. A destination hot spot where one can get a taste of luxury and great service in a relaxed setting; it's a throwback to when going out was an event. And The Food Hall is an event. Don't you feel special?

The Plaza Food Hall by Todd English provides all the solutions to your catering and event needs, either in-house — accommodating parties of all sizes — or off-premises. Platters can be arranged for corporate dropoff or expanded, full-service catering can be provided. As always, the level of quality and service reflects the Todd English standard of excellence.



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The Food Hall Executive Chef Michael Suppa turns to his left to check that the branzino is grilled correctly, then he turns to the right to survey the sushi bar, taking notes for a minute or two before he's off again, this time to help demo at the grill and carving station.



SUPPA IS SERVED



"I'm definitely not the same person I was when I started working here 15 months ago," laughs Michael Suppa. "It's been an amazing learning and growing experience." A Todd English veteran who over an eight-year span worked his way up to executive sous-chef at Olives, in the W Hotel at Union Square, Suppa now helms Food Hall, working closely with Todd to help make his vision materialize.

to see Todd English manning a station himself for a private tasting. "Our guests love to watch the show unfold right in front of them. It is also a great way to test and develop new menu items: we offer tastes to diners and receive immediate feedback. It allows for a great exchange between diners and the chefs, and I really encourage that interaction—it's a big part of why people come here."

Visit The Food Hall during the day and you'll hear the hum of a well-oiled machine. Diners took so quickly to the sit-down food stations that after just 15 months, The Food Hall has doubled its space, expanding the 80-person seating capacity to over 200.

Another attraction is the emphasis on in-house production—but whatever is outsourced is held to high standards. "Our ingredient focus is on quality. We work with the best vendors in Manhattan—it has to be a great product for us to use it." As the market area grows, The Food hall is an ideal place for patrons to pick up specialty items, from cheeses and cured meats to the new fresh pasta: "Basically all the accompaniments to build a full meal at home."



Guests love the variety—a strong menu that's 110 items strong, not including seasonal and daily specials. "And if someone wants a dish prepared differently, we are absolutely going to do it. Salmon poached, broiled, baked, you name it—I have enough staff on the floor to be able to give that kind of individual attention and service that people are looking for."

Suppa also pays careful attention to the crowd and caters accordingly. "We are in The Plaza Hotel, with residents upstairs and locals who sometimes come in two to three times a week. They have their favorite stations, even favorite chefs, and we know what they like and take care of them."

Each station is a continual live-action demonstration. In fact, it's not so rare

Station to Sta



THE GRILL

"American fare: burgers, sliders, steaks. This is our most consistently busy station, especially during the lunch hour. Our prime rib sliders are a signature dish—shaved down on the slicer, the meat is picked up on small toasted onion brioche rolls. Like our dumplings, they are a great way for people to share plates and build on the dining experience offered. We smoke all of our meats in-house and do some meat curing as well. Everything is roasted fresh daily, and can be picked up to order."



PIZZA STATION

"Having worked for Todd as long as I have, I have the most background for that station. Our pizzas and flat breads are amazing—between 10 to 12 on the menu at a time, along with rotating specials. They are baked in a wood-fired stone hearth pizza oven. The Fig & Prosciutto, the Classic, and the Bronx Bomber are the most popular. They are items you can find on any of our Mediterranean menus, but they are everywhere for a reason: people like them and are comfortable with them. We are currently playing with such toppings as roasted sweet potato, cured meats, and spicy lamb sausage—which is nice, because we make our own sausage."



SUSHI BAR

"This is a really important part of what we have going on at The Food Hall, and I spend a lot of time with my sushi chef, Steven, and his team. They all have an amazing base of knowledge, and the quality of seafood and fish is some of the best in the city. There are a lot of regulars at this station and if someone wants something specific and calls me in advance, I will bring it in. That is part of what makes this concept so unique."



ation

with Chef Michael Suppa

Walking through the hall takes you on a journey of culinary delights and epicurean wonders.

CHECK
THEPLAZAFOODHALL.COM
FOR EVENTS AND
COOKING DEMOS!



OCEAN GRILL AND RAW BAR

"This is where I spend most of my time, partly because of location—it allows me to keep an eye over the whole place—but also because it has the most physical room for me to work on menu development or projects and parties. On any given day, we offer six to ten varieties of oysters, selling easily more than 2,000 oysters a week—a dozen at a time. We also do a nice raw bar-style tasting: oysters, clams, mussels, lobster, king crab. You simply cannot beat our fresh fish, which is delivered six days a week: tuna, salmon, branzino, to name a few—all cooked to order."



CHEESE AND CHARCUTERIE

"Joe, who runs this station, has an extensive background in cheese and dairy and is constantly interacting with cheesemakers and farmers to bring us great local products from New York State, as well as a fantastic international selection."



THE BAKERY

"We feature a daily selection of Isabelle's Curly Cakes cupcakes but outside of that, until now, most of the production has been outsourced. Soon, the smell of freshly baked cookies will waft over visitors coming in through the front door. A pastry chef will be decorating out in front of the guests. It's another way to incorporate them into what is going on."

DUMPLING BAR

"Although we started with both pasta and noodle dishes here, it will become a completely Asian-style station. We'll add fried-rice dishes and increase our selection of noodles. The dumplings are all made here fresh, and the diners love them! We are fortunate to have an amazing Chinese couple here who used to be restaurant owners, and the product they make is truly authentic. I learn something new from them every day!"





ALL WATERS ARE NOT CREATED EQUAL.

S.Pellegrino® and Acqua Panna® are far from ordinary waters. S.Pellegrino flows from thermal springs in the foothills of the Italian Alps, while Acqua Panna emerges from the Tuscan Apennine Mountains. Their long journeys to the surface infuse each of these waters with its own special combination of minerals. The result? Great tasting waters that complement fine dining, refresh the palate and bring a myriad of flavors to life.



Pasta Machine

ROLLING OUT THE DOUGH, *precisely*

The Food Hall is taking in-house pasta production and quality to a whole new level.

Standing six feet tall, this Ferrari-red pasta machine imported from Italy is the only one of its kind in the United States. The centerpiece of the custom pasta kitchen, the fully automated machine can use all types of flour and is able to extrude 16 different shapes of fresh and dry pastas. Guests can enjoy their favorite pastas by dining in at Food Hall or purchasing fresh and dried pastas neatly packaged to take home.

“This new machine will allow my team to basically do anything in-house,” Chef Suppa explains. “Shapes can be tweaked specifically for The Food Hall, for seasonal options, and for our retail production.” The machine is also the focal point of Todd English pasta-making demonstrations, adding a unique twist to an already engaging culinary experience at The Food Hall.



CURRENT PASTA OFFERINGS

saffron tagliatelle

porcini, squid ink, or plain spaghetti

penne

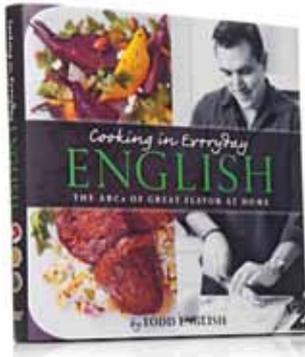
rigatoni



Tequila-Braised Short Ribs

from *Cooking in Everyday English*

Serves 4



“Short ribs are a favorite, but everyone always braises them the same way—with tomatoes, red wine, or beef stock. One day I got the bright idea to use tequila as the braising liquid. You have to trust me on this one: it creates a depth of flavor that is indescribable but subtle. Serve over semolina polenta, or shred the meat for tacos. Don’t forget to serve some really good tequila alongside!”

Ingredients

4 lb beef short ribs
1 tbsp kosher salt
1 tbsp freshly ground black pepper
2 tbsp olive oil
3 cups dark tequila
2 cups carrots, diced
2 cups yellow onion, diced
1 cup celery ribs, diced
3 jalapeño peppers, halved
10 fresh cilantro sprigs
10 fresh thyme sprigs
3 bay leaves
1 tbsp black peppercorns
6 cups beef broth

Method

Preheat oven to 400°F. Sprinkle ribs with salt and pepper. In batches, cook ribs in olive oil in a large Dutch oven over medium heat, 2 to 3 minutes on each side or until browned. Remove from heat. Remove ribs from Dutch oven and drain.

Add tequila to Dutch oven, stirring to loosen particles from bottom of pan, then add carrots, onion, celery, jalapeño, cilantro, thyme, bay leaves, and peppercorns. Add ribs and broth, and cover.

Bake at 400°F for 2 to 3 hours or until meat is tender enough to fall off the bone.

Pulled Pork Mac 'N' Cheese

Serves 2



Cheddar Béchamel

- 2 oz butter
- 1/2 medium Spanish onion, diced
- 2 oz flour
- 2 cups milk
- 1/2 cup shredded cheddar cheese
- 1/2 cup provolone
- 1/2 cup Velveeta cheese

In a warm 4-quart saucepan over medium heat, melt butter and add onions. Cook onions until they are translucent, then whisk in the flour to form a thick paste or roux. Cook over low heat for 2 to 3 minutes then whisk in milk. Let mixture thicken and come to a simmer. Cook for 5 additional minutes. Off heat, whisk in all of the cheeses and continue to stir until fully melted. Puree mixture with a small hand blender and strain to get out any remaining lumps. Let cool and reserve for Mac 'N' Cheese.

Garlic Bread Crumbs

Cut day-old baguettes into large chunks, toss in garlic oil, and season with salt and pepper. Spread the bread out on a pan and put into a 300°F oven for 15 to 20 minutes, until the bread dries out and picks up a golden brown color. Let cool and pulse in a food processor until a coarse, even consistency is achieved.

Caramelized Onions

- 3 large Spanish onions
- 0.5 oz blended oil
- salt
- black pepper

Place the onions and blended oil in a 4-quart saucepan over low flame until the onions become a golden brown. Season with salt and pepper and reserve for Mac 'N' Cheese.

BBQ Pulled Pork

- 1 carrot
- 1 onion
- 1 celery stalk
- 4 lb pork shoulder
- 1 oz Berbere spice (available at specialty food shops)
- salt
- black pepper

Peel the carrot and rough chop the vegetables. Place the vegetables on the bottom of a roasting pan. Season the pork shoulder with the Berbere spice, salt, and pepper. Place the pork on top of the vegetables and cover the pan in foil. Place in a preheated 300°F oven and cook for 4 hours, or until the meat begins to shred. Remove the pork from the pan and shred with a fork. Reserve the meat for the Mac 'N' Cheese.

To Serve

- 1 cup cheddar béchamel
- 1 cup BBQ pulled pork
- 1/2 cup caramelized onions
- 1 cup heavy cream
- orecchiette pasta, cooked
- 1/4 cup shredded cheddar cheese
- 1/4 cup shredded provolone cheese
- 1/8 cup garlic bread crumbs

Method

Combine béchamel, pulled pork, caramelized onions, heavy cream, and orecchiette pasta. Put in a cast-iron pan and bake at 400°F until the top begins to brown, about 20 minutes. Top with shredded cheese and garlic bread crumbs and return to the oven for 5 more minutes.

Green Curry Mussels

Serves 2



Ingredients

- 2 tbsp Tandoori curry powder
- 1 cup coconut milk
- 1 stalk lemongrass
- 2 Thai chilies
- 2 cloves garlic, sliced
- 2 pieces shallot, sliced
- 30 PEI mussels
- 2 tbsp parsley puree
- 1/4 cup white wine
- diced tomatoes, for garnish
- micro cilantro, for garnish
- grilled or toasted bread

Method

Toast the curry powder in a sauté pan on medium heat, and add coconut milk, lemongrass, and Thai chilies. Puree and strain the curry broth. Discard the contents of the strainer. In a second sauté pan over medium heat, toast the garlic and shallots. Add the mussels and deglaze the pan with white wine. Add the curry broth and parsley puree. Keep over heat until all of the mussels have opened, disregarding any that stay closed. After all of the mussels have opened, place them in a warm bowl with broth and garnish with diced tomatoes and micro cilantro. Serve with warm, crusty bread.

Cooking in Everyday English
Starting at \$75

Includes a copy of Todd English's latest cookbook, *Cooking in Everyday English*, along with pieces from his best-selling GreenPan™ cookware line.



What's hot for the holiday season?

The Plaza Food Hall by Todd English

Gift Baskets

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Mangiare Insieme
\$195

Invite friends over for dinner and cook with savory and sweet items from around the world.



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Choose a hyacinth gift box filled with Signature Todd English Confections ranging from fun s'mores candy bars to sophisticated dark chocolates.

and...

PRODUCTS HANDPICKED BY

Todd!



Curly Cakes

Based in Boston, Isabelle's Curly Cakes are taking the New York City cupcake scene by storm. The rich flavors of these confections are created with the finest ingredients. Triple Chocolate is dusted with Cocoa Puff streusel, and Key Lime is a zesty cake filled with tart curd—with flavors like these, no wonder it's hard to eat just one! Founder Isabelle English learned well from her father, Chef Todd English. Her unique cakes will truly excite your taste buds.

One West 59th Street
Concourse Level
New York, NY 10019
Tel. 212.986.9260

Fauchon

Founded by Auguste Fauchon more than 120 years ago, this landmark Parisian patisserie and bakery offers classics as well as new creative, fun sweets. Fauchon sees pastry as a celebration of colors, shapes, flavors, and textures, all coming together to make up an original and harmonious whole.



Heart-Shaped Box of Chocolates \$24.95

Bold metal tins containing seven praline-filled milk chocolate hearts.

Neapolitans \$23.95

One of Fauchon's most famous products, discover the neapolitans contained in this delightful slide-out box decorated in the patisserie's signature black and magenta. Traditionally served in brasseries, these milk and dark chocolate pastries go great with espresso.

Macademics \$34.95

Unlike ordinary macadamia nuts at your local market, raw Macademics are the healthiest and most delicious nut available. Macademics contain the highest concentration of beneficial monounsaturated fat of any nut—even more than olives! Food Hall's Macademics are coated in Himalayan Pink Salt, known for its rich mineral content and many health benefits. Macademics are delicious and healthy, and come in a beautiful package—the perfect gift for a friend or treat for yourself.



Shaking It Up!

Todd English's restaurants are now a national account with Pernod Ricard USA, the premium spirits and wine supplier in the United States owning such brands as Absolut, Jameson Irish Whiskey, Malibu, Perrier-Jouët, and Jacob's Creek wines. Headquartered in Purchase, New York, Pernod Ricard USA has offices and a sales force throughout the country focused on marketing and working directly with distributor partners with the goal of selling the brands into retail, restaurant, and nightlife venues.

"Todd English's restaurants are exactly the type of on-premise locations in which we want our brands represented," says Thom McCorkle, national account manager at Pernod Ricard. "We work with Todd and his team to create compelling cocktails that are a match for his guests and his concepts. Our brand portfolio and Todd's creative ideas fit together well to give his guests exactly the type of cutting-edge experience they expect at a Todd English restaurant."

"I think that the quality of Pernod Ricard USA as a company really comes through in the people they employ," says Todd English. "I'm happy to work with someone as charismatic as Thom. He's passionate and knowledgeable about his brands, and really focuses on what would work best for me and my restaurants."

This great partnership has led to mutual success in the form of innovative cocktails on high-end restaurant menus. Jeffrey Steelman, vice president of concept design and executive chef, was excited at the prospect of working with Pernod Ricard USA from day one: "The company's range of spirits is just incredible. Food and beverage pairings are big with us, and we've worked with Thom and Pernod Ricard on several special events to make this happen. And having a great selection of brands to choose from makes it a lot easier to do."

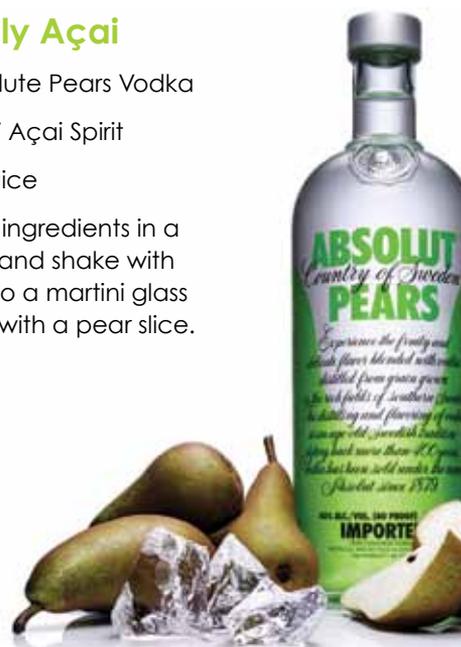
Todd English Mixologist Doug Draper says: "With its history as the country's leading premium vodka and great range of flavors, Absolut is always a pleasure to mix. And new products, like Avión tequila, are exciting to try when creating new cocktails. It's important to have such a diverse portfolio of liquor to work with since I'm constantly trying to complement the drinks that I'm developing with the food that we're serving. I know if something new comes out, we'll be among the first to try it. I really like working with classic cocktails but adding a new spin to them. We've done this with several Pernod Ricard brands with a lot of success."



Absolutely Açai

- 1.25 oz Absolute Pears Vodka
- 0.75 oz VeeV Açai Spirit
- 2 oz apple juice

Combine all ingredients in a mixing glass and shake with ice. Strain into a martini glass and garnish with a pear slice.



WHERE IN THE *World?*

Tracking down Todd at appearances and demos.



Pastry Chef François Payard, Chef Michael Mina, and Todd together at the October 13th kickoff for the **Los Angeles Food & Wine festival**.



Todd in the studios of **Access Hollywood** preparing a live cooking demo of his Korean Skirt Steak and Corn Raita Salad from his new cookbook, *Cooking In Everyday English*.



Todd at his booth during the **Lexus Grand Tasting event at the Los Angeles Food & Wine festival**.

Todd English at the Swan and Dolphin Food and Wine Classic

October 7th–8th

Todd and his Bluezoo restaurant team hosted a booth at the second annual Walt Disney World Swan and Dolphin Food and Wine Classic, where English signed advanced copies of his newest cookbook, *Cooking in Everyday English*.

Today Show

October 10th

Todd appeared live on the Today show to demonstrate how to make your own spice blends and compound butters to dress up dinners made at home—all great recipes from his new cookbook, *Cooking in Everyday English!*

Cookbook Launch Party

October 11th

Todd launched his fourth cookbook with a release party at his Olives restaurant, in the W Hotel at Union Square. Guests enjoyed dishes and drinks from *Cooking in Everyday English*, and Todd signed copies. A portion of the ticket and cookbook sales benefited Men Against Breast Cancer in honor of his sister Wendy.



Los Angeles Food & Wine

October 13th–16th

Todd attended the first annual Los Angeles Food & Wine, hosting the Pigs, Pins & Pino! event Thursday night at Lucky Strike Lanes. He also attended the Lexus Grand Tasting on Saturday and did a live cooking demo on stage, showcasing his Beet Risotto with Blue Cheese recipe from his new cookbook, *Cooking in Everyday English*.

Barnes & Noble Book Signing/Jasper White's Summer Shack

November 8th

Todd headed to Hingham, Massachusetts, to sign copies of his newest cookbook, *Cooking in Everyday English*, at Barnes & Noble, and finished the night as the celebrity chef at Jasper White's Summer Shack.

The Plaza Food Hall by Todd English Expansion Relaunch

November 22nd

HSN

December 8th–9th

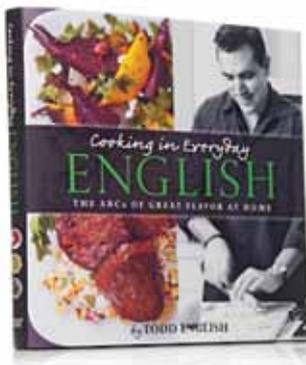
Todd will be live on HSN selling his signature GreenPan™ cookware.



HAUTENOTES

From the publisher, HauteNotes is about the discovery of all things innovative and exciting in food and wine, art and design, and style and travel. Visit hautenotes.com.

HAUTEBOOKS



COOKING IN EVERYDAY ENGLISH: THE ABCS OF GREAT FLAVOR AT HOME

150 Recipes with Ten or Fewer Ingredients
50 Simple Essential Techniques for the Modern Cook

In *Cooking in Everyday English: The ABCs of Great Flavor at Home*, Chef Todd English delivers world cuisine and essential tips with a focus on simplicity. With bold photographs and illustrations, along with detailed step-by-step instructions, cooking from this book is like having a master chef in the kitchen. Divided into ten chapters, the book features 150 recipes, most of which use ten ingredients or fewer. The Basics chapter introduces the home cook to essential tools needed to create everyday modern, approachable food. Step-by-step photo guides make it easy to practice simple skills to build a foundation of 50 techniques every cook should master. *Cooking in Everyday English* offers a roundup of global flavors for you to enjoy at home.

HAUTETASTE



CORTEZ MULLET COMPANY AMERICAN GOLD BOTTARGA

Cortez Mullet Company is the only outlet producing American Gold Bottarga in the United States. Founder Seth Cripe does it all from start to finish: fishing sustainably, using hand-thrown cast nets, leaning the mullet, cutting out the golden roe, and curing the roe with kosher sea salt. When freshly grated, this golden bottarga adds a wonderful complexity to dishes with fresh seafood flavor and balanced salinity. Fishing according to the seasons and using sustainable methods, the Cortez Mullet Company is committed to supporting fishing that ensures the ecological health of our oceans and their marine life. It's no surprise that top American chefs like Thomas Keller, Daniel Boulud, Andrew Carmellini, and Michael White now consider Cortez Gold the finest bottarga on the planet.

HAUTECOCKTAIL

BRAZILIAN PRESIDENTE

2 oz. Leblon cachaça
1/2 oz sweet vermouth
1/2 oz fig liqueur
dash of grenadine

Shake all the ingredients on ice. Strain and serve up in a chilled martini glass. Garnish with a fig.



LEBLON

Cachaça is unique to Brazil, as it can only be made there. Like France's Cognac or Champagne and Mexico's tequila, cachaça has qualities that separate it from any other spirit. Cachaça is made from fresh-pressed sugarcane juice, which is then fermented and distilled. Distillation can be accomplished using two accepted methods: industrial column stills or artisanal alembique copper pot stills. The latter method represents the minority of the yearly production, but it can result in complex, interesting, and wonderful spirits.

Leblon, an artisanal cachaça, is made at Maison Leblon in Brazil's state of Minas Gerais. The distillery's mission is to show the world that cachaça can be a noble spirit. The result is a lively pure nose and a full-bodied liquor that exhibits a floral bouquet with light herbal and grassy notes and tastes of sweet sugarcane, crème brûlée, spicy vanilla, and white pepper. The spirit warms in the mouth and leaves a gentle sweetness in the middle of the tongue that flowers as it lasts, much like a refined tequila.

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