



Foodservice East

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The way we're eating now: 2010 continues the shift we're seeing in the 21st century from wild, unbridled spending to careful choices and more casual options.

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Today's diners seek casual places with comforting fare

The way we eat in the '10s

PERIODICAL

The words “urban tavern” and “gastropub” saw a lot of play during the past year, the harbinger of a change sweeping across a dining scene that still bore some of the characteristics of the way life used to be in the '80s and '90s when high-end operations flourished, business meals held sway, and av-

erage checks soared.

Those days, as many operators learned painfully this past year, are gone.

In this second decade of the 21st century, today's customer is no longer inclined to splurge for the sake of splurging. Celebrations are more subdued. The country is involved in two wars and an economic recession, and those realities cast

a chill.

That's not to say that people no longer go out to eat. Visit the “usual suspects” – the operators who've always drawn a loyal clientele or those who've re-tooled and gone back to the basics to deliver quality and value.

URBAN TAVERNS
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To market, to market with Jean-Georges Vongerichten

BOSTON – Lightness and visual appeal were emerging as hallmarks of Jean-Georges Vongerichten's food when the now famous chef first arrived here at what was Lafayette in the Swissotel Hotel downtown in 1985.

The young Alsatian had cut his culinary teeth under French masters – among them Paul Bocuse and Louis Outhier - and sharpened his skills in Bangkok, Singapore and London as well.

In Boston and later, New York, his emphasis on a lighter but elegant style based on extracted vegetable juices and emulsions, began to take shape.

More than 20 years later, he's returned with Market by Jean-Georges, a 110-seat restaurant in the W Hotel in this city's Theatre District, and bringing new luster to the neighborhood as well as a

MARKET

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Batali-Bastianich seek to change dining/cooking paradigm

NEW YORK – Mario Batali, Joe Bastianich and Lidia Mattichio Bastianich are about to change the way New Yorkers shop and dine when Batali-Bastianich (B&B) Hospitality Group unveils a 50,000 sq. ft. marketplace this summer in the city's Flatiron District.

Located in the former Toy Building at 200 Fifth Avenue, Eataly, described as the largest artisanal food and wine market in the world, will occupy nearly 50,000 sq. ft. of space, transforming it into a mecca for food lovers.

"It will change the way people think about eating and drinking," says Joe Bastianich, who wants to "change the paradigm." Today's customers, he believes, want to know more about their food than ever before – where it comes from, how it can be prepared, and more.

"We're in the planning stages and expect to open by mid-summer," Bastianich says. B&B Hospitality will operate



the seven different restaurant outlets that will range in size from a 35-seat vegetarian concept to a 300-seat rooftop beer garden with varying price points.

The first Eataly opened in Turin in 2007 as a 30,000 sq. ft. store designed to make high quality, artisanal Italian food and beverage available to everyone at a fair price in an environment encouraging people to shop, taste and learn. Its founder and creator, Oscar Farinetti, a former electronics retailer, teamed with B&B to do the New York project, and there is a possibility

of more in both Los Angeles and Washington, DC, Bastianich discloses.

"The idea is simple food, simply presented," he observes, but the project with its many components is anything but simple. Making the integration of retail with restaurant appear "seamless" and dealing with the ergonomics and logistics of the task, he says, was the biggest challenge.

While Eataly will be urbane and metropolitan, it will embody the spirit of an Italian village market. "Hopefully it will be compelling enough

that people will come and visit, and then return again and again."

Changing people's patterns, Bastianich notes, is an ongoing challenge of restaurateurs who are, in a way, "social engineers."

At New York's Pryor Cashman, LLP, Attorney Ron Kreminitzer representing Eataly, was involved in the team negotiating the lease for the space. He points to such factors as the huge amount of square footage and the changed rental market with its "discon-

nect between rents and the amount operators want to pay," noting that it took a "certain skill set" to bring

the various parties together. "What helped was the track record. Becco's \$25 and lower-priced wines have been a key to that restaurant's success even in boom times."

He expects that Eataly will "create a frenzy in New York. People will find great quality and pricing.

Each retail area will be paired with a dedicated restaurant such as a wood-fired pizza and pasta bar, a cheese and salami counter, separate beef and vegetable restaurants and a crudo and seafood bar. A classic Italian bar will serve gelato, espresso and wine and there will be a separate bakery, patisserie and wine shop.

Educatation will play a part in the complex, with year-round events such as food and wine courses, lectures, and demonstrations by well-known chefs and food and wine producers.

Serving as "strategic consultant" to the project is Slow Food, the non-profit group that defends food biodiversity and education.



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