

WHAT'S COOKING?

A Chefs for Hire - Quarterly Cuisine Magazine

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SPECIAL POINTS OF INTEREST

Even with extensive expansion plans underway, Chefs still involved with food service at Cleveland Museum of Art..

The potato is a versatile and popular addition to any meal.

Corporate Reps are encouraged to use their Frequent Buyer points before year's end.

Chefs for Hire endeavors to meet customers needs to maintain competitive edge.

Popular Lakefront Center available for large parties.

Start planning now for holiday season events.

Clever and delicious dessert idea wins Chefs top prize.

Chefs for Hire Catering was founded with the determination and goal to bring restaurant quality food service to corporate and special event catering. We take pride in our company and the reputation we worked so hard to earn and look forward to putting our talents to work for you.

Chefs Continue Relationship with CMA

By Hollie Ksiezyk, Event Coordinator

On Saturday, October 1st, Chefs for Hire Catering had the opportunity to cater the Ground Breaking Ceremony for the Cleveland Museum of Art. The day long festival entitled "Laying Foundations for the Future", began with an opening ceremony on the South Terrace of the Museum.

Cleveland Mayor, Jane Campbell, James Bartlett, Board Director for CMA; Rafael Vinoly, Architect for the expansion project and area religious leaders gave speeches and/or prayers celebrating the onset of the new Cleveland Museum of Art. They then proceeded to the east side of the Museum to symbolically lay the marble foundation stone, imprinted with the Cleveland Museum of Art logo.

Following the ceremony, guests had the opportunity to enjoy Museum activities on the South Terrace as well as lunchtime menu offerings from Chefs for Hire.

The early afternoon brought 150 VIP Guests into the Courtyard for a plated luncheon catered by Chefs. Greeted with passed Champagne and Wine, Museum Board Members and other major contributors were mingling with the various religious leaders that had attended the ceremony.

For their lunch the VIP Guests enjoyed Tenderloin of Beef with Horseradish Aioli, Hand Carved Chicken Breast with a Lemon Parsley Mayo and a display of Fresh Fruit and Berries before being served a dessert of Individual Apple Galettes topped with Vanilla Bean Ice Cream.

Immediately following the luncheon, the Chefs for Hire Catering Chefs, Servers, and Bartenders began setting up for the "Party Under the Stars" The evening event was held in the Outdoor Sculpture Courtyard and entertained some 1,400 guests with live Jazz, the Cleveland Opera on Tour, Films, Dancing and much more.

Chefs for Hire Catering was busy providing 4 different full service Bars, a Beverage Station, a Dessert Station and an Italian Station where Chefs tossed Pasta to order. An event staff consisting of 4 Bussers, 6 Servers, 8 Bartenders, 3 Bar Backs, 1 Chef, 1 Kitchen Assistant, 1 Assistant Coordinator and 1 Event Coordinator worked together to cater and serve the guests for the evening.

After a 14-hour workday, my tired staff of 25 left the Museum with the satisfaction of a job well done. I consider it a privilege to work in one of the most prestigious venues in Cleveland and to have the opportunity to be a part of Cleveland's History in the making. The day hardly seems as long when you can look back at the amount of people served throughout the day, between three different events, and know that it was a success. I thank the Cleveland Museum of Art for their continued patronage as well as the many people that helped to make the entire day a success.

Cleveland Museum of Art—site of "Laying Foundations for the Future" events featuring the groundbreaking for a multi-million dollar expansion of the facility to be completed in 2011.



*The Common -
'Tater'*



This Spud's For You!
By James B. Foreman

“Sweet potatoes have great health benefits because they are virtually fat and cholesterol free, low in sodium and high in fiber”

Well, it seems like it's been forever since I last wrote an article for the newsletter. My column has been called "The Common Tater" for over a year now, and I thought now was the time to talk about — you guessed it — potatoes. There are some places you expect to find potatoes — cozying up to a steak with sour cream and chives or lying next to a burger, sliced thick or thin, lathered in ketchup. Then there are the situations where you don't think a potato has any business being, like in a layered cake, a garnish for sorbet or an ingredient in ice cream.

Potatoes are a very simple vegetable that you can apply different cooking techniques to which can totally transform a dish. Whether it's Idaho, Yukon Gold, Fingerling or even Sweet Potatoes, these root vegetables are finding themselves in some unusual places. Part of the reason for this crossing over of potatoes can be their universal popularity. Who doesn't love potatoes? In my 17 years in the business, I've never heard a customer say, "I'm allergic to potatoes." A couple of weeks ago I had Idaho Macaroons for dessert at Johnny's Bistro downtown. In Chicago years back, I had lychee sorbet with candied potato peel. One of my favorites was a Yukon Gold potato fritter with

jalapeno molasses. Potatoes are showing up in a lot of vegetable dishes and salads, in lieu of other starches or proteins.

During our busy clambake season, sweet potatoes, which is on our menu, haven't been as popular as in the past years. Sweet potatoes are one of those "Foodstuffs" (my definition for something you'd rather have your dog eat) like cauliflower, Brussel sprouts, beets, etc. People don't like to eat these because their parents forced them to when they were young, or they haven't had them prepared properly. As a consequence, people usually develop an aversion to eating them in any form.

Sweet potatoes have great health benefits because they are virtually fat and cholesterol free, are low in sodium and high in fiber. They are very versatile and have a unique flavor. Recently, my girlfriend and I made a warm roasted sweet potato salad with Maytag bleu cheese, candied pecans, and crispy pancetta that was just awesome. One of my favorite dishes is sweet potato hash, which mixes Asian spices with barbecue flavor.

Sweet potatoes are really more adaptable than any other potato because you don't have to deal with the starch content as much. You can go either sweet or savory because of the residual sugar content. I know sweet potatoes may not be every diner's dream, but give them a chance this fall and have some fun. Now for some potato tips:

- Potatoes love to be in constant temperature. The last thing you want is for the starches to start converting to sugar. That's when you ruin a potato or any other root vegetable.
- Don't peel potatoes unless you have to. One of the most important things about potatoes is that the vitamins and minerals are in the skin. If you do peel, use potatoes right away.
- Like any other root crop, potatoes are better if not washed until you're ready to use them.
- Baking sweet potatoes, rather than boiling them, holds a lot more of the flavor and it causes the natural sugars to caramelize.

“Give the office a call to check on the status of your point totals to date.”

Have You Capitalized on the Frequent Buyer's Program?

Pharmaceutical and Corporate Reps who have signed up for the Frequent Buyer's Reward Program should plan to use their points before the end of the year. In previous years, reps have used the points to help pay for a special year end party, to purchase gift certificates to be used at a

holiday party drawing, to purchase a cake or party tray or gift basket, etc. The possibilities are many. Give the office a call to check on the status of your point totals to date.

For those that did not sign up for 2005, let us know the next time you order if you

want to participate in 2006.

NEWSLETTER NOTE

If you would like to receive our newsletter via internet, send an email to info@chefs4hire.net with "Newsletter:Email" in the subject line. You'll receive it quarterly as a PDF file

Observations from the Office

By Nancy N. Foreman, Office Manager

At this writing we are knee deep in clams — well not literally. But this is our very busy Clam Bake Season. This is an area of our business that has grown every year. In some cases we are doing the 4th or 5th Annual Clam Bake for some neighborhood or corporate groups. It seems that in this part of the country people really love Clam Bakes. A customer called our office earlier this year and said that she had recently moved to South Carolina from Northeast Ohio and wanted to host a Clam Bake for her new neighbors. Apparently, she was having trouble finding a caterer in the area who did Clam Bakes. She called us to see how to go about putting one together on her own. She had been to one we had done in the Greater Cleveland area and remembered our name. We suggested that, for the right price, we could get one of our Chefs to fly down to prepare the bake! Well, we didn't go to South Carolina, and she undoubtedly found another type meal function to please her neighbors. The women sounded so desperate, we were sorry we

could not meet her needs.

Meeting customers' needs — that's what any sales effort is all about. Determine the need, meet that need, make a sale and hopefully the process will result in a long-term satisfied customer. In the food service industry, especially in the catering area, we are most often in the position to fill customers' needs. However, at times it does require a certain amount of proper timing and flexibility on both our part and that of the customer.

While we do a lot of major events for hundreds of people at a time that are planned for weeks or even months in advance, the bulk of our day to day work is for orders placed less than 24 hours in advance. This is the real test for any caterer— how to be able to meet that need on such short notice. Since we offer a wide range of menus and each order is random and unique, it is difficult to know what products to order in advance. If we don't have something on hand that a customer requests, we have several

options. We can try to convince the caller to accept something we do have available, or we can decide if it is cost effective and warrants the time to go shopping to fill the order. When we cannot purchase product at bulk rates from one of our food purveyors, the cost of the product goes up, and the loss of production time by the one doing the shopping has to be factored into the cost/benefit ratio. Our customers usually agree to substitute or are willing to pay the extra cost, if necessary. More often than not we are able to meet our customers' needs one way or the other because we have a "can do" attitude. We get the job done. This philosophy has served us well and given us the edge in the competitive catering industry.

The obvious conclusion to the article is to order early to assure the product you want at the printed menu price! Our office staff will be waiting to take your orders and meet your catering needs!

“Meeting customers’ needs — that is what any sales effort is all about.”

Looking for a New Venue to Hold an Event?

Forko Enterprises, the parent company for Chefs for Hire Catering, is the rental agent for an exciting new venue on Lake Erie in Euclid. The Euclid Lakefront Community Center, opened earlier this year, has a large dining/party area which will hold approximately 250 diners or about twice that many at a cocktail reception type event. The lovely lakefront site has been the location for many weddings, graduations, birthday and anniversary parties, first communions, family

reunions, fashion shows, going away parties, memorial services, showers, fundraisers and various organization meetings. The rental fees are competitive with other community centers. Non-residents pay a slightly higher rental rate. Liquor is allowed after securing the proper permit. The City will arrange for a security guard during the hours liquor is being offered. If you are interested in visiting the site or obtaining more information, please give

Forko Enterprises a call at 216-692-6600. Some prime dates are still available for December 2005. Bookings for 2006 are already being confirmed.



Euclid Lakefront Community Center

“The Euclid Lakefront Community Center, opened earlier this year, can seat 250 diners or twice that many at a cocktail reception type event.”

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Sous Chef:

Chuck Hurst

Prep & Garde Manger:

Mike Eitutis

Shannon Ladue

Megan Montgomery

Sarah Monroe

Jade Kim

James Trybus

Heritage Park Café Manager:

Kathie Tuschner

Kitchen Maintenance

Derek Griffith

Deliveries

John Mandato/Staff

Office Staff:

Event Coordinator/Sales:

Hollie Ksiezzyk

Office Mgr/Sales/Newsletter

Nancy Foreman

Office Assistant:

Shelly Stasso

Serving all of Northeast Ohio, Chefs for Hire Catering, a full service catering business, is now in its 7th year of operation. Providing service for the private at home dinner party for two, to large upscale events for several thousand people, Chefs for Hire Catering has earned a fine reputation for good quality food and excellent service. Handling all the details for catered events from menu development, staffing, and rentals to special themes, floral and musical enhancements, Chefs for Hire is a one stop shop to meet customers' needs. As our slogan says, "*From casual to caviar, we do it all for you!*"

Plan Fall and Early Winter Events Now

Now is the time to reserve your dates for special events or holiday gatherings coming up in the next several months. Our weekend dates at this time of year tend to fill up quickly. Even if you don't have all the details worked out for your next catered affair, select a date and give us a call to get the date on our production calendar. That way, you won't run the risk of being closed out.

Fall Wine Tasting Parties are a fun way to kick off the harvest season. The selected wines can be served with a variety of interesting hors d'oeuvres or a multi-course meal, with each course or hors d'oeuvre designed to be particularly suited to the wine with which it is served. We can provide a Sommelier to help explain the subtleties of each wine and how

best to enjoy them. Call and ask to see copies of the Wine Event Menus we have done in the past for some ideas for your party.

Thanksgiving Dinner with the family just too much for Mom to handle anymore? Why not let Chefs for Hire prepare a Thanksgiving meal and drop it off ready to eat or reheat. The meal includes all the traditional fare from the Whole Roasted Turkey to the Pumpkin Pie. For more information and the complete Thanksgiving menu, please give us a call. Be sure to make your dinner reservations early.

The **December Holiday Season** provides many opportunities to celebrate with colleagues, neighbors, and family in a variety of settings.

Corporate office parties, open houses, year-end appreciation dinners, religious observances, and other seasonal get togethers are a few examples. December is one of our busiest months, so be sure to call early.

Gourmet Gift Baskets and Trays are available to say "Thanks for your business" or "Thanks for being a good employee, neighbor or friend." These gourmet offerings come in a variety of styles and sizes. We need a 72 hour notice on these. **Gift Certificates** in any dollar amount to be used towards a catered event also make nice gifts for those hard to shop for people on your gift list. Check out our web site for more info on the above at www.chef4hire.net

Chefs are Winners Again!

Chefs for Hire Catering repeated as the winner in the Annual Lake County Decadent Delight Dessert contest held in conjunction with the YMCA Dream house fundraiser. Competition consisted of entries from a number of well known Lake Country Restaurants and a dessert specialty place. The judges were various Lake County, YMCA and WDOK officials. Capitalizing on the Martini and Cigar craze, the concept for a

layered dessert presented in a martini glass was developed by Chef James. The addition of a "cigar" protruding from the top of the dessert completed the Martini and Cigar theme. Chef John then ran with the idea and created a Layered Italian Dessert.

The contents, from the bottom up, for the "**Tiramisu Martini with Chocolate Cigar**" are:

Italian Butter Cake
Soaked in Espresso Liquor
Whipped Custard
Double Latte Marscapone Mousse
Almond Whipped Cream
Chocolate Ganache
Zabaglione Mousse
Shaved White Chocolate
Chocolate Covered Espresso Beans
Chocolate Powder and Cinnamon Dust
Chocolate Fudge Cigar & Swirl of Chocolate Smoke