

MUSEUM OF FOOD AND DRINK

THE MENU, LONG FORM:

THE STORIES BEHIND THE DISHES AND THEIR CREATORS

PRESERVATION

Root Down

Perrier Jouet, Plymouth Gin, Suze, Celery, and Lemon

The idea for the Root Down (aside from always having wanted to name a cocktail for a Beastie Boys tune) sprung from thinking about what usually comes with meat: vegetables—starch being something of a stretch, and perhaps not the most appealing foodstuff to apply to a cocktail format—whilst maintaining the structure and light taste profile of an aperitif. Using the platform of the classic French '75 recipe as a base, I built in a bit of vegetality with the gentian root liqueur, Suze, and a dash of celery bitters. The result is a light, palate-opening compliment to Chef Casella's salumi. — **Jamie Gordon**

Bio



Jamie Gordon was introduced to the Spirits industry via the booming London cocktail culture that was well established at the opening of the 21st century. Starting as a touring barback in the internationally renowned LAB (London Academy of Bartenders) bar, Jamie spent two years working across the Big Smoke's bar scene before landing in 2005 with the Absolut Spirits Company (acquired by Pernod Ricard in 2008) in the Big Apple. His cocktail recipes have appeared in Cosmopolitan, Men's Fitness, and the New York Times, among others. He travels both domestically and internationally to speak about the Pernod Ricard portfolio, for which he is a New York City brand ambassador.

Cured Meats

Assortment of Salumi and Parmigiano

Cured meat is so delicious - it needs no explanation! — **Cesare Casella**

Bio



Cesare Casella is a celebrated chef today thanks to his parents, who raised him among the pots and pans of Vipore, their trattoria outside of Lucca. But it wasn't because the Casellas encouraged their son to cook. Their dream was that he would become a doctor or accountant—any profession that would get him away from the stove. But by age 12 Cesare was cooking alongside his mother. At age 14, Cesare enrolled in the Culinary Institute Ferdinando Martini in Montecatini. After graduating, Cesare set about turning Vipore from a local favorite into an international destination and by 1991 had earned it a Michelin star. In 1993, Cesare was named Executive Chef of Coco Pazzo in New York City and soon thereafter launched its sister restaurant, Il Toscanaccio. In 2001 Cesare opened Beppe, his first solo New York restaurant. Cesare then launched "Republic of Beans", an Italian import company of heirloom beans, grains and spices. In 2005, Cesare opened the critically-acclaimed Maremma in Manhattan's historic West Village; New York Magazine named Maremma one of the Top 5 "Best New Restaurants" in New York City. Cesare is currently chef partner at Salumeria Rossi on the upper west side.

Cesare has written three cookbooks: “Diary of a Tuscan Chef” (Doubleday), “Italian Cooking for Dummies” (IDG) and most recently, “True Tuscan” (Harper Collins). He has been featured in many publications, including Gourmet, Bon Appetit, Food & Wine, and Martha Stewart Living. Cesare has been the subject of a series of the New York Times “The Chef” columns and makes frequent television appearances. Cesare is an active member and supporter of City Harvest, Autism Speaks, and Slow Foods.

FOOD AS MEDICINE

Rhubarb and Mummy

Strawberried Rhubarb, Mummy Powder Yogurt, Pine-Nuts, Poppy, Cucumbers, Celery

Arab medical books were the best in the world during the 9th and 10th centuries. One of the cures they prescribed was medicinal bitumen -- mummia. 11th and 12th century Europeans mistranslated mummia as ‘Egyptian mummy’, and thus began a centuries-long trade in ground up human corpses. Francis I of France carried Mummy and Rhubarb into every battle to stanch his wounds; this blend is the basis of my dish. No ground mummies here -- I used the original medicinal bitumen, sourced from high in the mountains of Nepal where it’s known as Shilajit and is prized by Ayurvedic medicine devotees. The other ingredients are based on the medieval theory of the four humors, which held that health is maintained by balancing warm, dry, moist and cool foods. Mummy balances Rhubarb. Cucumbers and Celery balance honey, pine nuts and poppy seeds. Yogurt is neutral (according to the medievalists) and needs no balance. It is served on a tongue depressor because hey—it’s medicine. – **Dave Arnold**

Bio



In 2004, Arnold founded the Museum of Food and Drink to promote learning about the history and culture of food. In 2005 The French Culinary Institute tapped him to head its new Culinary Technology Department. As director, Dave is dedicated to helping chefs achieve their most ambitious goals using new technologies, techniques, and ingredients.

Arnold writes the blog cookingissues.com, which strives to provide in-depth commentary on issues of minute culinary importance. He is also the host of the weekly Cooking Issues radio show on the Heritage Radio Network, where he answers anyone’s questions on anything.

Arnold is Food Arts magazine’s Contributing Editor for Equipment & Food Science. He frequently lectures at leading industry conferences including The National Restaurant Show and The International Hotel, Motel and Restaurant Show, The IACP, The Manhattan Cocktail Classic, and Tales of the Cocktail. Arnold and his work have been covered in numerous publications.

He lives in New York City with his wife and two sons.

FAD DIETS

The Real South Beach Diet

Cabbage Soup, Cuban Sandwich

Fad diets are for the most part designed for people to lose weight fast, but it's usually hard for most to keep that weight off. Seems like a much better idea is to eat less and move more. So I took two of the most popular fad diets and made them into what I thought they should be. Cabbage soup: cabbage goes great with caviar, ask the Russians. South Beach: the real South Beach diet is a Cuban sandwich. A classic combination in the American diet -- soup and sandwich. – **Nils Noren**

Bio



Chef Nils Norén is a renowned chef and culinary consultant, currently working on his first solo cookbook. He was recently the Vice President of Culinary Arts for the French Culinary Institute and The Italian Culinary Academy at New York City's International Culinary Center. Appointed in 2006, Nils was chosen to lead the schools' culinary, pastry, bread and Italian programs. Nils continues to serve the school as a key consultant. Disciplined in the classic sensibilities and driven by immense creativity, Nils incorporates modern techniques and flavors with an exacting standard of excellence.

Prior to his role at The French Culinary Institute, Nils was the Executive Chef at New York's world-famous Aquavit, where for 10 years he brought Scandinavian cuisine to the forefront of modern cooking. Before arriving in the U.S., Nils made a name for himself in his native Sweden as a chef at two of Stockholm's Michelin-starred restaurants, and served as the educational coordinator at Restaurant Akademin. Nils has traveled extensively around the world, having cooked in every continent except Antarctica.

NEW YORK 1784

Martell and Oranges

Martell VSOP, Oranges

I chose to feature a classic Brandy Cocktail, also known as a Brandy Old-Fashioned. As bartender for the Early-1800s portion of this event, I wanted to go back to the original cocktail (spirit, sugar, water, and bitters), which pairs well due to its simplicity and crispness. Most people think of whiskey when they think of Old-Fashioned Cocktails, but Brandy is a more suitable spirit for the era (another famous cocktail from the period, the Sazerac, was also a brandy-based drink until later in the 19th Century, when rye whiskey became more commonly used). A Phylloxera epidemic in Europe was partially to blame for the switchover from grape-based spirits to American whiskeys, coupled with the booming business of American booze in the mid-to-late 1800s. Today, the Old-Fashioned has made a comeback featuring almost any spirit you can pour as a base. I'm please to present this classic and classy Brandy Old-Fashioned. – **Damon Boelte**



Bio

Every Wednesday at 3PM, Damon Boelte hosts The Speakeasy on the Heritage Radio Network, discussing cocktails, spirits, wine, beer, tea, coffee and all things in the liquid universe with guest bartenders and brewers, alchemists and ambassadors, roasters and regulars. Damon is a classic cocktails and spirits aficionado, focusing on the works of legendary 19th and early 20th century bartenders and authors like Jerry Thomas, Harry Johnson, Charles H. Baker, Hugo Ensslin and Jacques Straub, as well as modern authors like David Wondrich, Dale DeGroff, Gaz Regan and Beachbum Berry. He develops his own cocktail recipes and bar methods and has consulted for many bars and restaurants in New York and beyond. He is currently the bar director for the critically heralded Prime Meats restaurant in Brooklyn. He formerly worked for the world-famous LeNell's LTD spirits shop, where he taught classes on Bourbon & cheese, wine, bitters and rare Gin, Tito's Vodka, Corzo Tequila, the American Gin Company, Highland Park and Stumptown Coffee. His cocktails and techniques have been featured in New York Magazine, The New York Times, Time Out, Imbibe Magazine, GQ, and Bon Appetit, among others.

Lamb with Mint

Breast of Lamb with Mint and Yogurt

This dish is inspired by the celebratory banquet menus of post-revolutionary war New York. – **Carlo Mirarchi**



Bio

Carlo Mirarchi is the chef/co-owner of Roberta's Restaurant in Bushwick, Brooklyn. With a constantly evolving menu, he has attempted to create a celebratory dining atmosphere while offering food that allows for clean, strong flavor profiles and carefully sourced ingredients to speak for themselves. With the help of a great staff and lots of industry support, he continues to push the pre-conceived notions of what it means to dine in Brooklyn.

AMERICAN FOOD 1491

Quetzalcoatl

Absolut, Absinthe, Sweet Corn Horchata

How do you create a cocktail for a time and place when hard alcohol did not exist? While fermented products were certainly available--pulque comes to mind--it is perhaps better to dwell on pre-Columbian products that had great influences on the rest of the world. Inspired by the Florentine codex, one of the first anthropological recordings of the Aztec World, I have created a maize-based horchata with some corn I grew myself, scented with herbs.

Absinthe, the Green Fairy, becomes the Green Stone, representing fertility in the Central American Universe. – **Eben Klemm**

Bio



Eben Klemm is the Senior Manager of Wine Spirits for BR Guest Hospitality, a group of restaurants, bars and hotels. He trains all of the group's bartenders and invents their cocktails. Some of them are OK. A former Lab Manager at the Whitehead Institute for Biomedical Research at MIT, he is proud of his work on basic cocktail science with Dave Arnold, Thomas Waugh and

Alex Day. His work has been featured in the NY Times, ABC 20/20, Playboy, Food and Wine and Cabinet Magazine. His book, *The Cocktail Primer*, was published in 2009 by Andrews McNeel. It has a few paragraphs he'd like to take back.

It's a Shame We Know More about Dinosaurs than About What Native Americans Ate
Oysters, Acorns and Berries

This is what Indians ate, most likely where you're sitting right now, on the bank of the f*@ling Hudson River — not in this form, per se -- but these ingredients (clams, acorns) are what they ate. – **David Chang**

Bio



David Chang is the executive chef and owner of the Momofuku restaurant group, including Momofuku Noodle Bar, Momofuku Ssäm Bar, Ko, Má Pêche, and the bakery Milk Bar, with two locations. Dave will open his first restaurant projects outside of New York City at Star City Hotel & Casino in Sydney, Australia in 2011 and in Toronto, Canada, next to the Shangri-La Hotel in 2012.

Since opening Noodle Bar in 2004 he has been honored with awards by Food & Wine Magazine and Bon Appétit, and has been profiled in the New Yorker and Gourmet. He was named a Time 100, a GQ “Men of the Year,” Crain’s New York “25 People to Watch” and called one of “the most influential people of the 21st century” by Esquire. He’s taken home three James Beard Foundation Award, and Ssäm Bar was named one of S.Pellegrino World's 50 Best Restaurants two years in a row. Momofuku Ko has two Michelin stars, which it has retained for three years. Dave's first cookbook, *Momofuku*, came out in the fall of 2009.

CAVE MAN FOOD

Stone Rose

Perrier Jouet Champagne and Lindemans Pêche Lambic Beer

The earliest findings of purposeful alcohol intake inspired my drink, though it's clearly a departure from what would have been consumed by cavemen. It is said that vessels discovered from the late Stone Age (about 10,000 BC) held beer of some sort. With this in mind, my drink includes wine (ok, it's champagne) for a yeasty kick, pêche lambic beer, which is sour and funky yet reminiscent of fermented fruit (probably how brews of that time would have tasted), and a little honey. Simple and refined, but also interesting and unique.

– **Thomas Waugh**

Bio



Thomas Waugh's career in hospitality started at age 19, when he was a barista in San Luis Obispo, CA. After a backpacking trip through Europe he found himself in San Francisco, where he developed a love for restaurants and bars. Working side by side with industry pros Marcovaldo Dionysis and Jacques Bezedenhout he began to hone the craft of mixology. He joined the United States Bartenders Guild San Francisco Chapter and won his first cocktail competition for Hennessy cognac, which sent him to Helsinki, Finland to compete in the 54th Annual World Cocktail Competition. Since then he has won competitions for Ten Cane rum, Averna amaro,

Barsol pisco, and 42below vodka. Thomas has worked in San Francisco establishments including Harry Denton's Starlight Room, Enrico's Sidewalk Café, Range restaurant, Alembic Bar and in New York at Clover Club and PDT. Now at home in Brooklyn he is the head bartender at Manhattan's acclaimed Death and Company. His cocktails have been published in Imbibe, New York Times, Timeout NY, San Francisco Magazine, and he has designed cocktails for Details Magazine.

Bone Appetit

Potato, Bone Marrow, Scallops, Beets, Enoki Mushrooms, Assorted Herbs

We liked the idea of fabricating something that looked like a discarded bone emerging from a pile of forest twigs, injecting a little humor into the theme. We also looked at what a Paleolithic diner might have ingested. There is evidence that they cracked open bones and consumed the bone marrow. It is also assumed that they ate tubers, fruits, fungi, and shellfish. We realized that making food truly adherent to the diet of this era wouldn't have been very tasty, so we took some liberties! – **Wylie Dufresne**

Bio



Wylie Dufresne was born in 1970 in Providence, Rhode Island moving to New York in 1977. In 1992 he completed a B.A. in philosophy at Colby College, Maine. After college, Wylie enrolled at the French Culinary Institute in New York and was employed at Jo Jo's from 1994 to 1997. Wylie worked on the opening of Jean Georges, eventually becoming the sous chef. In 1998 he was hired as chef de cuisine at Vongerichten's Prime in The Bellagio, Las Vegas. In 1999 Wylie left Prime to become the first chef at 71 Clinton Fresh Food, a 30-seat restaurant on Manhattan's Lower East Side that earned much critical acclaim under his guidance.

Dufresne opened wd~50 (named for the chef's initials and the Clinton street address) in April 2003 on Manhattan's Lower East Side. Chef Jean-Georges Vongerichten and restaurateur Phil Suarez are his partners in the venture. Frank Bruni of the *New York Times* awarded wd~50 three stars in March 2008. In the Michelin Guide's inaugural 2006 American edition, wd~50 received one star, which it has retained in each subsequent year.

ANCIENT ROME

Madeira Martinez

Madeira Wine and Bay Leaf Infused Gin

Traditionally, fortified wines are an excellent pairing with duck, pheasant and game. This version of the classic Martinez cocktail uses Madeira wine and Beefeater gin, chosen for its particular botanical profile (juniper, coriander, almonds & licorice) to provide a fresh note to the ostrich. This gin also has a very high concentration of orange & lemon botanicals, contributing brightness. The gin provides the drink with backbone, along with honey, pomegranate (which pairs well with the other components of this dish) and a

dash of bitters. Garnished with a bay leaf, which infuses gently into the drink as it warms up. – **Audrey Saunders**

Bio



Audrey Saunders, widely recognized as one of the leaders of modern mixology, is the co-owner of the Pegu Club in New York. Many of Audrey's innovations have been pivotal in advancing the beverage industry into the 21st century, and since opening in 2005, Pegu Club, cited by the New York Times as “The Harvard of Mixology”, has spawned a number of the country's finest mixologists under her mentorship.

After working for years with master-mixologist Dale DeGroff of the Rainbow Room, Audrey joined The Carlyle Hotel in 2001. As beverage director for the reopening of the Bemelmans Bar she developed a beverage program that earned The Carlyle a global reputation for cocktails. Audrey has been a guest mixologist at The Ritz hotel, UK, The Merchant Hotel, IRL, and both Crystal & Celebrity Cruise Lines. She has appeared on American & BBC television and radio, and conducts cocktail seminars and lectures. She has appeared in such publications as The New York Times, The London Times, FT, Business Week, The Wall Street Journal, Forbes, New York Magazine, Town & Country, and GQ. Awards & recognitions include Bon Appétit Magazine’s Wine & Spirits Professional of the Year, Time Out New York Best Bar, Esquire Magazine Best NY Bar, Best Bartender & World’s Best Cocktail Bar from Tales of the Cocktail. In December ’09, the NY Times deemed her Gin Gin Mule one of the most significant cocktails of the decade. In June ’10, Imbibe Magazine voted her one of the 25 most influential cocktail personalities of the past century. This will be Audrey’s 10th year serving as beverage director for the N.Y City-Meals-On-Wheels James Beard charity fundraiser.

Big Bird

Boiled Ostrich

It is said that Apicius took his own life fearing that someday he may starve to death; he was still a wealthy man at the time. That love of food, and perhaps that madness, is what inspired us today. The dish is a whole boiled ostrich served with garum, a traditional Roman fish sauce. The garum has been fermented in a reproduction Roman amphora, echoing the method Apicius’ contemporaries would have employed. His cookbook, from which we have adapted this ostrich recipe, is the most ancient of European cookbooks and its continued scrutiny reflect its importance to scholars and gastronomes today and in previous centuries. The text we used is the first English translation, and more curiously, the first edition of this translation. Much like this meal, the book’s translation was a labor of love. Joseph Dommers Vehling, a Latin scholar of exceptional promise *and* a hospitality professional, translated the book in 1926 because he saw the cookbook as an incomparable primary source, which it is. He writes, winningly, in his introduction, “it has often been said that the way to a man’s heart is through his stomach; so here is hoping that we may find a better way of knowing old Rome and antique private life through the study of this cookery book.” To you, we say the same – may we

all be witness to a bygone world and perhaps past lives through these foreign ingredients. Enjoy! –**Mark Ladner**

Bio



Mark Ladner is the Executive Chef of Del Posto Restaurant, which opened in late fall 2005 and received a four-star rating from the New York Times in September 2010. Del Posto also holds one star from the prestigious Guide Michelin. Mark cooks a sensible interpretation of regional Italian “Cucina Classica,” using responsibly raised and locally grown products; hence the name, Del Posto, which translates to “of the place”. A protégé of Mario Batali, Mark began his culinary education at Johnson & Wales University in Providence, Rhode Island. He cooked at the original Olives in his native Charlestown (Boston, MA) for Chef Todd English. In New York City he worked for several years with the chefs Scott Bryan and Jean Georges Vongerichten. In 2002, he opened Babbo as Sous Chef. Mark has since opened, and is now the Executive Chef, of Lupa, Otto and Del Posto, which he runs with partners Mario Batali, and Joe and Lidia Bastianich. Mark recently co-authored *Molto Gusto* with Mario Batali (2010, Harper Collins Publishers) which features recipes from Otto.

HEBREW FOOD IN ITALY

Espresso Martini

Iced Coffee, Kahlua, Cynar, and Absolut

I used Dick Bradsell’s classic “Vodka Espresso” as the base--the ingredients are Absolut (vodka being a traditional spirit for eastern European Jews), Kahlua liqueur (for its rich coffee flavor), espresso, and a dash of sugar. To this recipe I added the Italian bitter Cynar, which is made from artichokes--this, not only for obvious reasons, but also because it is delicious in iced coffee. These ingredients will serve as a counterpoint for the ricotta and the matzo gelato. –

Kenta Goto

Bio



Kenta Goto is a bartender passionately committed to hospitality and the fine art of mixing drinks. In New York, he serves as the head bartender at the award-winning cocktail lounge Pegu Club. Working closely with owner and mixologist Audrey Saunders, Kenta maintains an extensive repertoire of relished, classic cocktails while focusing on new creations to stimulate and influence the modern cocktail culture. The creative process of cocktails is not something he rushes, nor takes lightly. Development of each of Kenta’s drinks takes place slowly with great care and passion. Kenta’s talent has been recognized by prominent publications such as GQ, New York Magazine, The New York Times, LA Times, Forbes, CLASS Magazine UK, and Wine and Spirits. Kenta is a bartender’s bartender, and many of the country’s top mixologists sit at his bar. Kenta’s work extends to charitable contributions, supporting such institutions as Taste of the Nation, City Harvest, and Citymeals-on-Wheels.

Carciofi Dolci Alla Giudia with Ricotta-Matzo Gelato

Artichokes, Ricotta- Matzo Ice Cream

Fried Roman artichokes are the very first thing I thought of when Dave Arnold and Nastassia Lopez chose my topic. So why not treat them like a dessert?

Sweeten them just barely and pair them with a Roman ricotta gelato encrusted with caramelized matzo. Traditional? Nope. Inspired by the region and culture? Yep. Would you ever see artichokes as a dessert in Italy? Haha. No way. – **Brooks Headley**

Bio

Brooks Headley has been the executive pastry chef at Del Posto since March of 2008. Previously he worked at Komi in Washington DC and Campanile in Los Angeles. He uses a lot of vegetables in his desserts, has never worked at a French restaurant, and has a closely guarded and checkered past.



SPACE FOOD

Heavenly Manna and Martell

Shir-Khesht Manna and Martell Cordon Bleu

In the Bible, God sent Manna to save the Israelites. Turns out Manna is real – it's dried plant sap and it tastes great in this fantastic Cognac. It's not from space, but I figured heaven was close enough. – **Dave Arnold**

Neapolitan Ice Cream

Strawberry, Chocolate, and Vanilla Ice Cream

This is an ode to astronaut ice cream. We delved into weeks of research on the history of space food, but ultimately decided to give you what we all know and love when we think of space food and dessert. We took flavors and textures to make it our own, but kept root in chocolate, strawberry and vanilla- the classy Neapolitan trio. – **Christina Tosi**

Bio

Christina Tosi is the chef and owner of Momofuku Milk Bar, called "one of the most exciting bakeries in the country" by Bon Appetit Magazine. As founder of the dessert program at Momofuku, Christina helped Momofuku Ko earn two stars from the Michelin Guide and Momofuku Ssäm jump onto Restaurant Magazine's Top 100 Restaurants in the World list at #31. She has been shortlisted for a James Beard Foundation Rising Star Chef Award and named to the New York Times T Magazine's "Nifty Fifty" list. Christina and her confections have appeared on Martha Stewart and Live with Regis & Kelly, among others. She lives in Brooklyn, NY with her three dogs and eats an unconscionable amount of raw cookie dough every day.



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