

# FOLLOW MY FORK NEWSLETTER

culinary concierge



## taste! taste! taste!

... and Welcome Back!!!

### **This is the Fall 2009 edition of Follow My Fork Newsletter.**

Wow - the response to my first newsletter was phenomenal, thanks to everyone!!

So many people commented that it was really a newsletter for anyone who was passionate about food, loved food, worked with food, and look towards the next trend and next success in the food industry - and I am glad that it was appreciated that way.

I love sharing my passion for food and experience with others in our International Culinary World. Thank you for your support, feedback and input.

Some of what I was able to help clients with in 2009, include:

- creating exciting, new package recipes for a launch of an US line of new bread products
- consulted with many US and Canadian companies, brainstorming their new ideas for their pipelines
- took executives from an International foodservice company, on a taste and trend tour of Boston
- spoke at the BC Chefs Association meeting on opportunities in this industry, and some of the trends to watch for 2010 and beyond
- currently working on a new concept for sharing recipes and information on grocery and retail store floors - will keep you updated on this exciting venture
- discussing the future of a private label food line in one of Canada's most exciting non-food retailers
- in discussion with one of North America's food shows about being a key-note speaker

What is clear is that when Passionate People work together - EXTRAORDINARY things happen - so moving into 2010 - I look forward to connecting and together with you, reviewing your plans, your products & innovations... let's do tastings ...study the gold standards in your categories ...plan an inspirational and educational In-Store/At-Market tour with your teams or customers.

An insightful way to start the year can include the [2010 Trend Watch Report](#) or a creative, educational and inspirational Ideation Session.

Contact Culinary Concierge at 250-589-5845 or e-mail at [taste@culinaryconcierge.ca](mailto:taste@culinaryconcierge.ca) for details.

You tell me what you are looking for, so we can work together to bring you fabulous successes in 2010.  
[taste@culinaryconcierge.ca](mailto:taste@culinaryconcierge.ca)

Thought you may like to know about a few events that are setting the stage for 2010...

# CITTASLOW



**Cittaslow** ( [www.cittaslow.net](http://www.cittaslow.net) ) is an International organization formed in Orvieto, Italy in 1999. Celebrating and supporting diversity of cultures and the specialties of a town are core Cittaslow values.

Cittaslow was born from the Slow Food movement. ( [www.slowfood.com](http://www.slowfood.com) )

Cittaslow's main goal is to promote the philosophy of Slow Food to local communities and governments, applying the concepts of eco-gastronomy to everyday life.

So... makes it sound like just another list to be on?

No Way !!!!

This is such an important Culinary Achievement!

This Fall... 2 Canadian towns were added to the Cittaslow organization:

**Cowichan Bay**, Vancouver Island, British Columbia and **Naramata**, British Columbia - these two towns are the **first** in North America! Sonoma California (among others) has applied, and is still waiting to hear the results.

The press about trends in the West are true... be sure to head out and taste for yourself.

If you want to experience the tastes in Cowichan and Naramata, why not include a food tour of Vancouver and Seattle as well.

## In-Store-At-Market Tours

Vancouver and Seattle are the **HOT** spots for trends right now. They have such an extravagance of edible resources, so much entrepreneurial excitement and are full of culinary exuberance - don't miss what is happening there... I can lead you on a great insider's tour of these culinary destinations - [taste@culinaryconcierge.ca](mailto:taste@culinaryconcierge.ca)

# STREET FOOD



Street Food from Merida, Mexico

This trend is certainly gaining in popularity - just keep watching!

Street Food lets you react not only with the food, but those who make it.

Think of heading to a great gastronomic melting pot like Paris or New Orleans or San Francisco at the Ferry Building Marketplace... and exploring the tastes in the market stalls and the side streets.

The theme for this year's **CIA World of Flavours Conference** was - **World Street Food, World Comfort Food**. Wow - what a place to "eat the food and digest the culture."

Lots of articles on Street Food lately... be sure to look at the Bon Appetit September 2009 issue for a great report on the street food artistry in Portland, Oregon.

## Did you read about the NY Street Cart Awards?

If you are in Chicago, head to **XOCO** - Chef Rick Bayless' new Mexican street food restaurant. - [www.rickbayless.com](http://www.rickbayless.com) Chef Bayless has another his on his hands... try his Tacos Chicken Tinga - Tinga means "thrown together mixture" He brings to life the sounds, tastes, and experience of being in a Mexican marketplace. The churos, empanadas and frothy Mexican hot chocolate are some of the things the crowds are lining up for.



*Street Food from Todos Santos, Mexico*



*Steamed Pork Bun at Momofuku Ssam, NYC*

For a while now .. the focus in New York City has been on Chef David Chang - [www.momofuku.com](http://www.momofuku.com) - and particularly at his restaurant Momofuku Ssam (which means "lucky peach") where the must-order item is the steamed pork buns with hoisin, cucumber and scallions... fabulous! Of course Chef Chang was at the CIA event... where the steamed pork bun was spoken of as the "fois gras of the next generation" What a great form of Street Food in a restaurant.

Victoria, BC has a great new lunch spot - Foo Asian Street Food - incredible green papaya salad, pot stickers and halibut dumplings.

I was speaking about Street Food at the BC Chefs Association meeting .. lots of interest from that dynamic group. [www.bcchefs.com](http://www.bcchefs.com)

What is the next "Fork in the Road" for Street Food ?

How can the flavours, tastes and experiences of Street Food help you in your new product development? Your new packaging? Your new recipes ?

Let's talk together about these questions and we can discuss your categories and customize this on-time trend to your future success. I can be reached at 250-589-5845 or [taste@culinaryconciierge.ca](mailto:taste@culinaryconciierge.ca)

## The Next Fork in the Road

### Getting ready to head to the **Fancy Food Show**

Our next newsletter will include some of the most innovative and interesting trends from this show - and I will introduce you to some of our World's Best talents... Last year Chef Tom Douglas and I shared a few moments talking about food. in San Francisco in January.

If you know anyone who would benefit from some of the insights in this newsletter, or some of my experience, please pass this newsletter along... or have them sign up.

[www.culinaryconciierge.ca](http://www.culinaryconciierge.ca)

As the new year begins, so many of my clients are anxious to have me present my **Trend Watch Report for 2010** - if you don't want to miss out, contact me and I can make sure your teams are ahead of the curve... We can plan out the your innovation pipelines from 1-5 years. You know my proven track record and success with my Trend Watch Report!

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*Chef Tom Douglas and Christine*

## White Cheddar Garlic Mashed Potatoes

- 12 medium Yukon Gold potato, peeled and cut in chunks
- 1 head garlic, cloves, peeled, left whole
- 3 tbsp unsalted butter
- 1 cup low-fat sour cream
- 1/2 cup 35% cream
- 3/4 cup plus 2 tbsp. white cheddar cheese
- 1/2 cup diced cooked bacon
- 1/4 cup chopped green onion
- salt and pepper, to taste

1. Place the potatoes and garlic cloves in a large pot of salted water. Bring to a boil and cook until potatoes are fork tender. Drain the potatoes.
2. Mash both the potatoes and garlic together. While still warm mix in butter, sour cream, 35% cream, cheese, bacon and green onions. Season with salt and pepper.
3. This dish can be prepared in advance. Spread potatoes into a baking dish and refrigerate until needed. Cover and reheat in a 325 degree F. oven for 20 to 25 minutes.
4. Serves 8.

## Beef Bourguignon with Brown Braised Onions

### Beef Bourguignon

- 4 lb. boneless stewing beef, cut into 2 inch cubes
- 1/3 cup olive oil
- 1/2 large onion, peeled, sliced
- 1 large carrot, peeled, sliced
- 2 garlic, cloves, crushed
- 3 cup dry red wine, preferably, from, burgundy
- 1 x 28 oz can tomato, chopped, with juice
- 2 cup beef stock
- 2 sprigs fresh thyme
- 3 tbsp softened unsalted butter
- 3 tbsp flour
- 3/4 lb. button mushroom, cleaned, sliced
- salt and pepper

1. Preheat oven to 325 degrees F.
2. Trim beef. Dry well on paper towels. Heat 1 tablespoon of oil in large Dutch oven over medium heat. In batches, using about 1 tablespoon of olive oil per batch, brown beef. Transfer to bowl.
3. Add another tablespoon of olive oil to Dutch oven and sauté onion, carrot and garlic 4 to 5 minutes until lightly browned. Add to beef in bowl.
4. Deglaze pan with 1 cup wine, scraping browned bits from bottom.
5. Add browned beef, onion and carrot, remaining wine, garlic, tomatoes, stock and thyme back to pan. Bring mixture to boil over high heat. Remove from heat and cover.
6. Transfer to oven and cook 2 1/2 to 3 hours until beef is fork tender.
7. Strain stew through a colander over a saucepan. Set beef and vegetables aside.
8. Skim fat from surface of liquid in saucepan and bring to a boil. Reduce liquid to 3 or 4 cups. Season.
9. In small bowl, mash butter and flour to a paste with fork.
10. Remove sauce from heat and whisk in flour paste until dissolved. Bring to a boil over medium heat. Reduce heat and simmer 2 to 3 minutes until slightly thickened.
11. Add beef and vegetables back to sauce.
12. In a large skillet, heat a tablespoon of olive oil over medium heat. Add mushrooms. Season with salt and pepper. Cook mushrooms 4 to 5 minutes until browned. Add mushrooms and Brown Braised Onions to beef mixture and sauce.
13. If you intend to, freeze at this point.
14. Serves 8

### Brown Braised Onions

- 2 x 10 oz packages pearl onion
- 1 tbsp olive oil
- 1 tbsp unsalted butter
- salt and pepper, to taste

1. Cut off the root end of each onion. Then cut a small cross in the other end. This will allow the skins to slip off easily after blanching.
2. Add onions to saucepan of boiling salted water. Blanch about 1 minute. Drain onions then immediately run under cold water. Slice off ends of onions and skins will slip off easily.
3. Heat olive oil and butter in a large skillet over medium heat. Add onions. Cook slowly 35 to 40 minutes until browned and glazed. Season with salt and pepper.
4. Serves 8

# THE LAST TASTE

Always want to pass on great food sites... I am loving the writing and recipes and food shots on:

- Alexandra's Kitchen - [www.alexandracooks.com](http://www.alexandracooks.com)
- Smitten Kitchen - [www.smittenkitchen.com](http://www.smittenkitchen.com)
- Seven Spoons - [www.sevenspoons.net](http://www.sevenspoons.net)

I add to my food memories every day.

I would like to hear about your greatest food memory: I will include some of the best in the next newsletter.

[taste@culinaryconcierge.ca](mailto:taste@culinaryconcierge.ca)

Have a wonderful Holiday Season - I look forward to working together as we Taste! Taste! Taste!



*Food is an imprint in your mind.*

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