

Foodservice East

News bytes

Snippets of the latest foodservice industry news...

July 28, 2008

[Great American Seafood Cookoff coming up](#)

NEW ORLEANS - Chefs will compete for the title of King of Seafood this summer at the Fifth Annual Great American Seafood Cookoff here, sponsored by The Louisiana Seafood Promotion & Marketing Board (LSPMB) and NOAA (National Oceanic and Atmospheric Association) Aug 2-3 at the New Orleans Morial Convention Center within the Louisiana Foodservice EXPO and the Gulf Coast Seafood Pavilion. Fourteen chefs will take part in the two day event, which showcases their art, the value of domestic seafood, and the simplicity of cooking seafood at home. From the Northeast, Peter Fischbach, Gourmet Dining Service executive chef and foodservice director at NJ Institute of Technology, Madison, NJ and winner of the 2008 Jersey Seafood Contest, will be the only participating chef from the region. Previous years have drawn Michael Schlow of Boston's Radius and Via Matta; Brian Flagg, Millennium Bostonian and Jasper White, Summer Shack. Go to www.greatamericanseafoodcookoff.com.

[Boston's Ladder District moves up several steps](#)

BOSTON, MA - The Ladder District downtown here is climbing up a few steps with a flurry of new restaurant activity in the offing. Watch for a new restaurant on the site of the former Stoddard's cutlery shop; Boston Common Coffee at Suffolk University in the former Modern Theater; Exotic Sushi on Washington St. across from the Ritz-Carlton, and Babak and Azita Bina's new Bina Osteria and Bina Alimentaria next to the old Paramount Theater.

[Starbucks changes mind about 'wiches](#)

SEATTLE, WA - It appears that Starbucks has revised its position on breakfast sandwiches and is now tweaking the way it prepares hot

food items to keep aromas from interfering with the preferred odor of freshly brewed coffee. A spokesman was quoted as calling the shift "an evolution" rather than a policy reversal. Sandwiches were to be phased out but now the 'wiches, in about one-third of units, may stay.

California becomes first with statewide trans fats ban

LOS ANGELES, CA - Not surprisingly, California has become the first state to impose a statewide ban on trans fats. The ban on restaurants takes effect in 2010 and follows similar restrictions by cities such as New York, Philadelphia, Stamford, and Montgomery County, MD. While many chain and high end operations have already eliminated trans fats from menus, the move drew opposition from the state's restaurant association which found it arbitrary.

United Egg Producers unveils new site

ATLANTA, GA - United Egg Producers, a trade association for egg farmers, has a new website for consumers and foodservice operators who make egg buying decisions and want to learn more about animal welfare, egg quality and safety and more. Go to www.uepcertified.com.

Kosherfest 2008 planned at the Meadowlands

SECAUCUS, NJ - Kosherfest 2008, the country's largest kosher food and beverage exposition, is changing venue this year with a move from New York's Jacob Javits Convention Center to the Meadowlands Exposition Center here. Celebrating its 20th year and the 60th anniversary of the state of Israel, this year's show will focus solely on kosher foods rather than incorporating other ethnic markets such as Hispanic and Asian fare as in recent years. The show hopes to draw over 6,000 attendees and 350 exhibitors. For information, visit www.kosherfest.com.

Can McDonald's sustain specialty coffee sales?

OAK BROOK, IL - Will McDonald's carry off its specialty coffee initiative, reportedly estimated to cost more than \$1 billion to implement across the US? Industry analysts, pointing out that going

head to head with Starbucks, which has come to represent the standard for specialty beverages, may prove difficult and complicated. Early numbers show that while sales in some markets outpaced the 350/week target originally set, numbers have dropped significantly below that level.

15 NYA Joe's units offer special summer menu
MIDDLEBOROUGH, MA - Fifteen of Not Your Average Joe's units in MA are taking part in the second annual "Just Picked, Just Caught, Just Joe" with special menus of locally sourced ingredients to celebrate the bounty of the season. NYA Joe's recently moved its headquarters here from South Dartmouth, MA.

StarChefs.com plans 3-day culinary symposium
NEW YORK, NY - StarChefs.com will hold its 3rd International Chefs Congress at the historic Park Avenue Armory Sept. 14-16 around the theme: "The Responsibility of a Chef." The event includes numerous demonstrations, seminars and panels with such distinguished chefs as Dan Barber (Blue Hill, New York), who will moderate a panel exploring chef/producer relationships, Rick Moonen (RM Seafood, Las Vegas) who will present a Recipe for a Sustainable Menu and the Future of our Oceans and Daniel Boulud (Daniel, New York), who will host a Mentor/Protégé Cooking Demonstration. More than 60 chefs will present at the event, which will include a Chefs Product Fair and will conclude with the annual New York Rising Stars Revue.