

great taste

A NETWORK FOR HOSPITALITY AND CULINARY PROFESSIONALS

MAGAZINE



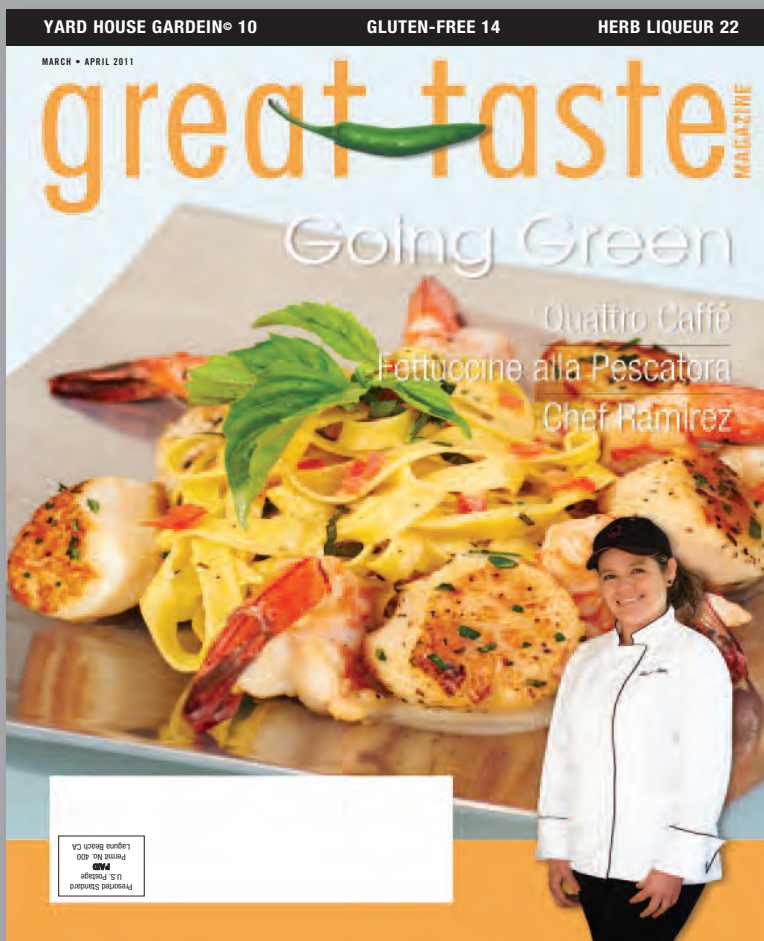
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We deliver timely, pertinent, and entertaining information to our readers in a way that will continually grow our readership, allowing us to expand and enhance our offerings to make your experience more enjoyable issue after issue.

Great Taste Magazine is a uniquely positioned publication dedicated to the hospitality and culinary professionals of Southern California and their foodie followers. We keep our taste-buds tuned in to what's sizzling and what's fizzling for your reading pleasure...and education.

EDITOR-IN-CHIEF.



Teri Williams has her finger on the pulse of the local hospitality industry like no one else. Fourteen years as editor and publisher of Orange County's only hospitality trade magazine combined with her consultancy for the non-profit sector and her public relations expertise gives Williams a far-reaching, varied and unique perspective of the industry. Besides her esteemed Great Taste publication, she has extensive experience in the travel industry, event planning and volunteerism. Williams has contacts around the globe in the restaurant, hotel, media and travel trades. She has also been applauded for her enthusiastic charity work and has chaired numerous chef, food and wine events, for which she has helped garner more than \$1 million in donations over the years. Known for her unflinching enthusiasm, entrepreneurial spirit, "can do" attitude, and joie de vivre, Williams is a constant presence and authority on the OC culinary and hospitality scene.

"YOUR AUDIENCE IS THE MARKET OF OUR SPECIFIC DEMOGRAPHIC RESTAURANT OPERATORS, CHEFS AND BUYERS."

DEMOGRAPHIC

Male	70%
Female	30%
Median Age	37

CIRCULATION

Great Taste Magazine*	8,000
Foodie Newsletter	15,000
Industry Newsletter	12,000
Pass Readership	14,000+
Copy Retention Average	6-8 months

READERS BY OCCUPATION

Food-Related Businesses	100%
Purchasing Managers	70%
Restaurant Owners and Operators	65%
Executive Chefs	64%
General Managers	30%
Caterers	20%
Restaurant Groups	20%
Purveyors	10%
Corporate Managers	4%

*Magazine is directly addressed to proprietors,
general managers & executive chefs.



MAGAZINE HIGHLIGHTS.

CHEF PROFILE

Every issue top OC chefs share their success stories, recipes, and thoughts on food and the industry.

THE BEET

Catch up on local happenings including restaurant openings, Culinary Pros on the move, awards, charity events and upcoming meetings and seminars.

FRONT OF THE HOUSE

Discover what local professionals are doing to improve the customer experience, handle competition and assure the success of their establishment.

CONTRIBUTING CHEFS.

Out of the kitchen and into the writer's chair! Every issue we have the most talented chefs of the region share their expertise with us as our Culinary Advisors. Their columns include:

The Baking Rack

Spice Rack



greattaste



MAGAZINE

Print Rates Per Issue	1x	3x	6x	12x
Covers 2,3,4	\$1,695	\$1,625	\$1,570	\$1,515
Full page	\$1,360	\$1,265	\$1,235	\$1,215
2/3 page	\$1,190	\$1,135	\$1,080	\$1,040
1/2 page	\$1025	\$980	\$935	\$900
1/3 page	\$860	\$820	\$790	\$745
1/6 page	\$745	\$710	\$680	\$660

SPONSORED CHEF COVER

Your sponsored chef receives food photo on the cover, chef photo on the cover, cover photo recipe in the Sur le Menu section, 2 page article about chef, chef's photo, FAQ and additional recipe published

Sponsor Receives

1/2 page ad PLUS the sponsor designation on featured article that lets readers know you are the proud sponsor. If applicable, recipe ingredients will be labeled with your company name.

Your total cost is only \$1799
Monetary Value Over \$5500
Goodwill - Priceless!

FRONT OF HOUSE SPONSORS

Your sponsored restaurateur, sommelier or manager gets their photo, bio and a completed questionnaire printed in the magazine (at least one page). For bar personnel we also publish a cocktail recipe.

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Need to publicize a special event or product? We will send your message to our audience of 14,000 foodies.

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Industry News

Reach over 12,000 industry leaders with your targeted message.

WEBSITE ADVERTISING

Get in front of our audience of 35,000 uvpm from \$99.
Ask about our website advertorial space and page sponsorships.

DISTRIBUTION

Great Taste Magazine is the only local foodservice trade publication in Southern California. 6000 copies are printed each issue and personally addressed and mailed to restaurant owners, general managers, executive chefs and subscribers.

HIGHLIGHTS

Chef Profile: OC Chefs share their success stories, recipes and thoughts on food and the industry.

The Beet: Posts restaurant openings, culinary pros on the move, awards, events and meetings.

Front of the House: Features what local professionals are doing to improve business and customer service.

Contributing Chefs: Culinary columns include: Sea Farm Table

Call your Account Executive Fred Burgess - 714.960.0534 or email fred@great-taste.net

The Whole Package



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As we hurtle into the new decade of renewable energy, 3-dimensional movies, and health care reform, there is one topic on the forefront of everyone's mind going "green." Whether you are an eco-warrior who has contributed to compost piles in their backyard or a simple recycler who makes sure their soda cans don't go to the landfill, there is no denying that being eco-friendly is becoming a way of life for Americans. With a projected record high \$580 billion in sales for 2010 in the restaurant industry (National Restaurant Association), this is a trend that hospitality professionals cannot afford to ignore. With billions of people going out to eat each year and many of them bringing softwares home, food packaging is an imperative part of the restaurant industry. Styrofoam, plastic bags and boxes are so prevalent that you could most likely throw them at least three times that you've thrown away in the past week. But these products, while ideal for cheap and easy food transportation, are not at the top of the class.

When it comes to being environmentally friendly, luckily, there are new alternatives to the typical styrofoam (clamshell) organic packaging. Although products made from all-organic materials tend to be more expensive than ones made of styrofoam or plastic, it is a small price to pay considering the benefits of making the "green" switch. Four in 10 Americans have stated that they would prefer to take their business to a restaurant who they know to be environmentally conscious (National Restaurant Association), and sending them home with leftovers in containers made from organic products is an ideal way to show them that you have gone "green." — Kelly O'Quinn

Only 16% of water bottles sold in California are being recycled. At that rate, in 10 years or less, the amount of bottles thrown in the trash will be enough to create a two-ton, six-inch deep highway that stretches the coast of California.

Arising on the scene are companies

using bottles and containers made from PLA, a corn-based product. A fermentation and distillation process was designed to create a polymer from corn-starch-based resources. This technology is being used to create coffee cups, to-go containers, water bottles and more. For those of us concerned about the growing use of GMOs in our crops, you'll be happy to know that this corn being used for this process is not grown from genetically modified seeds. Products made from this polymer can be recycled and reused or composted down to the longest parts so that no signs of it remain.

Polyester like PLA are more oil and grease resistant than existing petroleum-based polymers, and are being used more and more for packaging fresh foods. The production of these products uses up to 80% less fossil fuel and releases a lower amount of greenhouse gases. Look for new products using this process for a greener and cleaner environment. — Chef Debbie Dubois

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THE BIZ: FRONT OF THE HOUSE

Herb Cocktails

by Jillian Stoker



Drinks should be inventive and fun, but most of all they should be tasty! Here are some drinks that feature a new star of the show, HERB.

BASIL
SWEET, HERBAL BOUQUET
Basil's on the Rise, Long Beach
SWEET SPICE
Vodka, Agave Liqueur, jalapeño, basil, lemon juice and soda.

CILANTRO
CITRUS, BITING TANG, ZESTY
El Tello, Venice Location
PINEAPPLE CILANTRO CADILLAC MARGARITA
1800 Reposado Tequila, agave nectar, cilantro, pineapple, and a side shot of Grand Marnier.

MINT
CHILLING, CRISP, CLEAN COOL
Balsam Marston Restaurant, San Pedro
FROZEN MINT MARGARITA
Patron Silver Tequila, Grand Marnier, crème de menthe, sweet and sour, fresh mint and lime.

ROSEMARY
PINK FLAVOR, TEALIKE AROMA
La Grande Orange Café, Pasadena
SHRIMP LEMONADE
Grey Goose, lemonade and fresh rosemary.

GINGER
SLIGHTLY BITING, HOT NOTE, WOODY
The Obsession Bar in the Queen Mary, Long Beach
GINGERBOMB
Absolut Ginger Vodka, Canton Ginger Liqueur, fresh squeezed lemon juice and ginger ale. Garnished with a rosemary sprig.

SAGE
FRAGRANT AROMA, ASTRINGENT BUT

Both want to be in on the fun, and Herb are some friendly "backseat" that make feel feel some special.

VIRGIN CHERRY FIZZY
Mix or blend together:
Cherry juice, either fresh or from concentrate
Add ice and mix or blend to the consistency you desire. Top with a dash of whipped cream and a fresh cherry.

FLUZZY FUSION NABEL
Cranberry liqueur or blend together:
Fruity vodka or fresh peach
Orange juice
Pineapple juice
A dash of lemon juice
A dash of grenadine for taste
Top with a dash of whipped cream and a fresh wedge of peach.

WARM FLAVOR
Six Pink Gold, Indio
CHERRY PEACH CARPENTRA
Lettuce, Canton Ginger Liqueur, Peach Schnapps, lemon, sugar and sage.

TARRAGON
SLIGHTLY BITTERSWEET FLAVOR
French 75, Laguna Beach
ROSEMARY
Absolut infused with vanilla, grapefruit, tarragon, and a splash of grapefruit juice.

THYME
SWEET, SLIGHTLY MINTY
Tasteful, Long Beach
Basilade London Gin, simple syrup, thyme and farm fresh raspberries.

ELDERFLOWER
FLOWER AND FRUIT AROMA
SIMILAR TO LICHIE AND PEARS
Parker's Lighthouse, Long Beach
BITTERLY BASTARD
Grey Goose Vodka, St. Germain Elderflower Liqueur, white cranberry juice, sweet and sour, basil and mint.

Melrose Cantina, Fullerton
ELDERFLOWER PEAR ROCKY
Absolut Pear, Elderflower Liqueur and freshly squeezed lime juice.

ELDERBERRY VIRGIN SANGRIA
Red sangria
Red cranberry juice
Sugar or honey
Apple juice
Add all ingredients together or blend to the consistency you prefer. Top with maroon cherries.

MISTY ORANGE SLEAZER (Seven 6)
Pear one cup of orange juice into a mason jar and add to the jar:
One frozen half of half a cube and place them in a blender with one cup of orange juice.
Pour the contents into a large pitcher and pour the one-half with the other half of the frozen orange juice cubes.

Blend until you get a completely mixed and on well.
Add a dash of lime or a dash of orange as a garnish and serve.

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FEATURE: L'ENTRÉE

With help from Deanne French, Director of Public Relations at The Ritz-Carlton, Laguna Beach, we've compiled a list of what to expect in the upcoming 2011 wedding season. The overarching trend for 2011 seems to be more creative, personal weddings. Brides and grooms are looking for ways to set their wedding apart from the cookie-cutter standard we've become accustomed to: expect to see less cake, more dessert bars, and everything personalized. From signature martinis to macaronized cookies, this year, weddings are all about creativity, meaning the versatile

HOM O'VERIES
In keeping with the popularity of gastropubs in the U.S. and couples are looking to incorporate gourmet comfort food into their cocktail hour. Expect to have requests for sliders, truffle mac & cheese, soup sliders, sweet potato fries, and bacon-wrapped anything. The presentation of passed foods also takes a down-home swing. At the Hyatt Regency Carlton Grove on Harbor Blvd., it has become common to use unusual trays, like cedar planks, marble trays, or unique glass pieces in lieu of the typical metal or plastic platter.

LIBATIONS
Drinks are really where couples are letting their personalities shine through. Signature cocktails are popular. If the bride loves martinis, she might choose to offer a customized martini listed to a shade that matches the color scheme of the wedding. Taking this concept a bit further, the couple may choose to offer "his and her" drinks, serving the groom's favorite Italian liqueur, the bride's, Executive Chef Ryan Adams and Events Coordinator Monica Fink of Sonnetto Grille find that couples have been choosing to serve only beer and wine with the addition of the bride's favorite martini and the groom's favorite cocktail. "This typically keeps the cost lower than a full open bar and is a fun way to personalize the event," they say.

Couples have also been letting their guests take creative license with their drinks. At the Hyatt "Red Sea" have been growing in popularity offering vodka and Sierra Mist martinis with a variety they suggest list of infused vodkas bottles that will contain simple spruce infused guests to design their own martinis. This option may be cheaper for both you and the couple, it will all down on the variety of liquors and mixers you need to have on-hand. Fantastic!

ENTREES
Goodbye chafing dishes! We can finally put away those room-temperature sides and carriers of get food. Couples are stepping it up with their main dinner offerings, making sure each guest receives a hot, delicious meal made specifically for them. Entree stations are very popular, with each station featuring a meat, dairy, and vegetable, enabling guests to assemble their entrée to their liking. This encourages guests to interact more with each other and ensures that they will be satisfied with their meal. Although entree stations allow for a large amount of food, they can be costly and difficult to execute. You'll need to have numerous "ingredients" and chefs on-hand and be able to quickly prepare each dish. In that case, you can take a page from Sonnetto Grille's book and offer a "tasting menu" instead. Tasting menus give you a much narrower idea of which dishes you're preparing, so you'll know the exact amount of product to order and prepare. The only drawback to this option would be if there are dietary restrictions within the group, so you may want to have a few alternative options available (there are always those guests who don't eat). Inform the bride of their future palate along with the day of the wedding. — (p. 10)

DESSERTS
Possibly the most iconic feature of a wedding — the cake — is taking a backseat to other sweets. Couples are opting for dessert bars which highlight a selection of treats such as macarons, brownies, cheesecake squares, and candy which represent them. They have opted as a couple, family members, or personal favorites. Desserts are also being served in miniature form as favors to enjoy on the ride home. For some, far doesn't exist, check out the Trends article on page 10 and The Baking Book on page 16.

Couples who are on a tight budget may still dine out together, instead offering an extended cocktail hour. A wine and cheese reception would offer a delicious, sophisticated afternoon. Have a Sommelier available to educate guests about the wine and cheese pairings, either from your restaurant or the winery being featured. If the bride and groom are looking for a more relaxed atmosphere, a

WEDDING TREND RUNDOWN

by Kelly O'Quinn

In preparation for this issue, I found myself swimming — well, more drowning — in a sea of weddings, menus, dresses, rings — the space of information and advice on planning weddings seemed endless. Brides and grooms-to-be have more than enough on their plate when planning a wedding, and the venue they choose is arguably the biggest decision they'll make (apart from, you know, deciding to get hitched). Stick sometimes between banquet hall and catering company in the reception venue/food vendor list is the restaurant. Raising up with current wedding trends is especially important for restaurateurs, as they need to be aware of and prepared for what's to come this wedding season. The more you know ahead of time, the better prepared you'll be when a frazzled bride calls you for quotes, menus, and seating arrangements.

by Robert Johnson

Chef Miriam Ramirez

It is a remarkable thing. It can protect someone from harm, help find the ways to the car, or simply be a gift that is shared with others. Chef Miriam Ramirez of Quattro Carli at South Coast Plaza is considered by her peers to be a very intuitive and professional person. She learned how to cook at an early age from her mother in her home land of Mexico. The more time she spent in the kitchen, the more enamored she became, cooking and seeing satisfaction on the faces of those she served. Her innate connection with food and her love of people made the restaurant business an ideal place for Chef Ramirez to be. With her mind made up to work in a restaurant, she set out for better opportunities in the United States. Her intuition helped guide her to Armani Café, which was later to become Quattro Carli.

Chef Miriam began her career as a waitress and slowly worked her way into the kitchen to begin the absolute task of preparing food. Her attention to detail, consistency, and the great care she took in preparing food led her quickly to becoming a cook. As luck, or her good intuition, would have it, she

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SILVER
PLATINUM
DIAMOND

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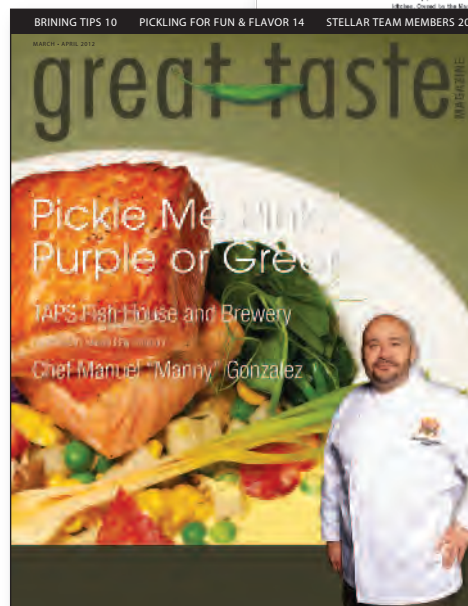
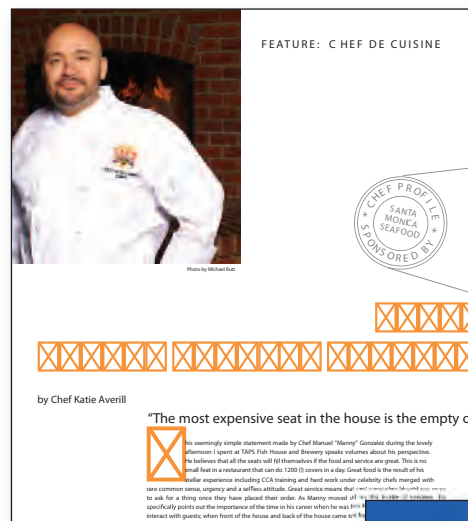
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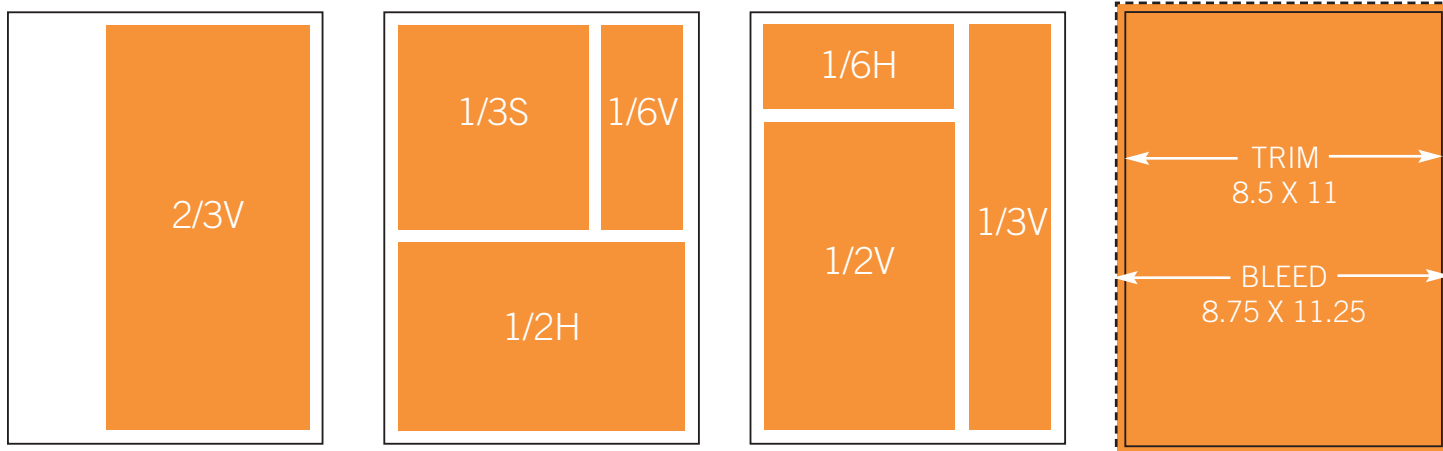
GREAT TASTE MAGAZINE

THE
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PRODUCTION SPECS

AD SIZE	BLEED	TRIM	LIVE AREA
Spread	17¼" x 11¼"	17" x 11"	16½" x 10½"
Full page	8¾" x 11¼"	8½" x 11"	8" x 10½"
2/3 vertical	—	4⅞" x 9⅜"	4⅞" x 9⅜"
1/2 vertical	—	4⅞" x 6⅞"	4⅞" x 6⅞"
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1/3 vertical	—	2⅜" x 9⅜"	2⅜" x 9⅜"
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1/6 vertical	—	2⅜" x 4¾"	2⅜" x 4¾"
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Trim Size: 8½" x 11"

Safety From Trim: ¼"

Bleed: Positioned 1/8" from trim

Trim Crop Marks: Positioned outside bleed area by 1/8"

Binding: Saddle Bound

Advertising must be submitted in electronic format. Mac format accepted. File must be created in either QuarkXpress 6.0 or earlier, Adobe Illustrator or Adobe Photoshop. We accept PDF files, but they must be at least 300 dpi and all fonts must be embedded. Materials cannot be accepted in the following formats: Microsoft Word, Microsoft Publisher, Corel DRAW, Adobe InDesign. All graphics must be 300 DPI, at the size used in the layout and saved as EPS or TIFF files. Four-color files must be in CMYK. Great Taste requires type one PostScript fonts, preferably Adobe, screen and printer fonts must be included. We cannot accept RGB and Indexed colors. TrueType fonts cannot be used. Materials may be submitted on CD or DVD or via e-mail. A high-quality color proof is required with all media. Design service is available for an extra charge.

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