

IFEC NEWSLETTER

April 21, 2007

PRESIDENT'S MESSAGE

From Mary Humann, The Humann Factor LLC

See You in Chicago

Join your fellow IFECers at the IFEC NRA Reception, Monday, May 21, from 4:30 to 7 p.m. at Aigre Doux Restaurant and Bakery, 230 W. Kinzie, in Chicago's River North neighborhood.

Aigre Doux ("sour sweet" in French and pronounced "ay-greh-DOO") was opened in January by Zubair Gias and husband-and-wife culinary team Mohammad Islam and Malika Ameen, who formerly served a star-studded clientele at the Chateau Marmont in Hollywood, California.

Allison Perlik, who organized the reception, tells us that Aigre Doux has become one of "the" places for local foodies to try and recently received a glowing, three-star review from the *Chicago Tribune*.

It's a stylish, contemporary restaurant with diverse global influences—a perfect place for IFEC friends to talk shop and enjoy some great food and drinks.

See you there,
Mary

MEMBER NEWS

Welcome back to **Edward Hoffman**, who previously served as IFEC board Secretary and Vice President. Ed returns to IFEC as President of The Varick Group, a New York City-based brand positioning and marketing strategy consultancy that he founded in 2006. Ed works with both food industry clients, including UFood Grill, Nutricate, Inc., ChefsLine.com and The J.R. Simplot Co. as well as lifestyle-branded businesses, such as SheFinds.com and LivingWell Health Center.

Ed's experience includes market research, product management, integrated marketing and brand positioning/identity. During his 13 year career, he's worked at leading organizations, namely Ketchum, Landor Associates and Technomic, Inc., and worked with many of the world's largest food companies.

www.thevarickgroup.com

Congratulations to **Melinda Morgan**. The family-owned Mexican restaurant chain Super Mex has selected Morgan Marketing & Public Relations LLC to execute a strategic media relations campaign to build brand awareness and support franchise growth. The chain is headquartered in Long Beach, Calif., with 13 locations throughout Southern California, Las Vegas and surrounding areas.

Share Our Strength's **Cate Puzo** invites you to participate in the Great American Bake Sale, a community-based national fund-raiser to support after-school and summer meals programs to keep children nourished

www.ifeconline.com
is the place to go to . . .

Renew Your Membership

Please use your email address to log in and the password *ifec2007*. Then go to "Renew Your Membership." Please change your password when you submit your renewal. In order to maintain your membership uninterrupted, you must renew **before May 1st**.

Submit Your Product Presentation Request

The cut-off date to avoid a late fee and ensure that your request is among the first to be considered is **May 7th**. Log in with your email address and the password *ifec2007*, then go to "Member Files" and scroll down to the Product Presentation listings. You can download a form from there.

Find the Member Directory

For up-to-the-minute member contact information go to the Membership Directory on our website. You can print a copy if you prefer to keep one handy. IFEC is no longer issuing printed directories or binders.

when school is out. Go to www.greatamericanbakesale.org for information about holding a bake sale and volunteering as a local coordinator.

Creola Hampton of Greater Works! Inc. is hosting the annual MultiCultural Cuisine Brunch in Chicago on "NRA Sunday," May 20th. Contact her at crehamp@earthlink.net for information about participating.

PEN AND PALATE

Eat Like a Local in Chicago

This is one in a series of musings on foodservice and communications subjects by IFEC members. If you have an idea for a topic, please send it in. This month, in anticipation of hunger attacks during the NRA Show, we asked Chicago IFEC'ers to tell us where to eat -- not necessarily the newest or the trendiest places, just the ones they like best.

Ryan O'Malley of NRA Educational Foundation vouches for:

Sushi/Japanese

Chen's

3506 North Clark Street - 2 blocks from Wrigley Field.

Great sushi bar with a tasty Japanese entree menu as well

Shine/Morida

901 West Armitage Avenue.

Unique sushi options with great teriyaki dishes too

Italian

Angelina's

3561 North Broadway - a few blocks from Wrigley Field

Some of the best authentic northern Italian cuisine in the city. Intimate, cozy setting.

Riccardo Trattoria

2119 North Clark Street

The closest thing to Northern Italy you can get in Chicago. Traditional antipasti bar and light, delicious entrees. Portions are Italian size, not Americanized.

Steakhouse

Tango Sur

3763 North Southport Avenue

Traditional Argentinean steakhouse. Delicious steaks at very affordable prices. The filet is the best! Portions are large, but you don't pay for it. MUST have reservations.

These are favorites of **Cindy Kurman**, Kurman Communications:

Dine

733 W. Madison

Eclectic cuisine served in a charming retro atmosphere

Mrs. Murphy & Son's Irish Bistro

3905 N. Lincoln Avenue

A contemporary spin on Irish cuisine. Traditional setting, great atmosphere

Redhead Piano Bar

16 West Ontario

After dinner, the perfect place to stop in for a drink and enjoy the wonderful lineup of Chicago entertainers

Venus

820 W. Jackson Boulevard

Unique cuisine influenced by Middle Eastern, French, Italian and British traditions

Chicago Diner

3411 N. Halsted

Award-winning vegetarian restaurant that's perfect for brunch

Yoshi's

3257 N. Halsted

Casual and comfortable with an intriguing menu that reflects chef Yoshi Katsumura's native Japan and French training

MARK YOUR CALENDARS

The 2007 conference will be at the Omni Austin Hotel in Austin, Texas, Monday November 5 – Thursday November 8, 2007. The 2008 conference is planned for Cleveland, Ohio, dates to be determined.

Do you have a new job, a new client, a new project, a job opening, or other news? Please send it to ifec@aol.com.

The IFEC Newsletter is a monthly online publication for IFEC members

Edited by Carol Lally, executive director