



newsletter

february 2008

♦ president's message

Happy just-a-month-until-the-first-official-day-of-spring, IFEC-ers!

There's nothing like a snowy and frigid February in Chicago to inspire thoughts of May, so we're looking ahead to this year's IFEC reception during the NRA show. Tom O'Brien and Kate Leahy already are hot on the trail of potential locations, but feel free to contact either of them with any great ideas!

Looking even further ahead, by now most of you have heard about IFEC's latest idea to make conference time even more valuable. Given the enthusiastic response we received to the recent survey about holding an IFEC Institute immediately before or after conference, our committee is moving into exploration mode, researching potential top-of-the-line speakers and presenters. Those who haven't already shared their ideas via the survey can contact Mary Petersen with suggestions.

-- Allison Perlik, IFEC President (Senior Editor, Food, R&I)

♦ about people

Tom O'Brien of O'Brien Culinary Communications is teaching a course in "Foodservice Public Relations" at Kendall College this semester. The 10-week course covers everything from press releases to restaurant reviews to doing food demos. According to Tom, "as usual, IFEC members – including Allison Perlik, Alice Heinze and Beth Shepard – have been exceedingly generous in donating their time and materials to the course."

Congratulations to Tia Woodward on her promotion to Vice President/Account Supervisor at Ketchum.

A tip of the toque to Candy Wallace, executive director of the American Personal & Private Chef Association. Sullivan University's National Center for Hospitality Studies named her its 33rd Distinguished Guest Chef. The first personal chef to receive the honor, Candy is in good company with such culinary stars as Ella Brennan, Emeril Lagasse, Charlie Trotter and Martin Yan.

♦ what do the editors read ?

Many of us read the industry publications to stay on top of the trends. Simon Bowers of Publicis Consultants/PR suggested we ask the editors what they read. Here, four journalists reveal their sources.

Pat Cobe, Restaurant Business

NRA SmartBrief and the American Express MarketBrief online newsletters are on target with national trends. I also like two e-mail newsletters from Noble--TrendWire and Culture Waves. When I have time, I peruse several blogs/websites, including The Strong Buzz,

Eater, eGullet, Chowhound, Frank Bruni's NY Times blog and similar ones. Some of the conferences I go to provide excellent story leads and resources...HSM (Hospitality Supply Management) is great for my Foodservice Buyer section. WFF (Women's Foodservice Forum) is useful for industry trends/news. Worlds of Flavor and Research Chefs Association both provide updates and info on culinary trends. And of course, there are numerous press events in New York City sponsored by restaurants and the food and beverage industry that keep me up to speed.

Kay Orde, National Culinary Review

[I read] lots of stuff that comes over the Web, including e-newsletters, and sites that I visit regularly. Also read many foodservice publications and newspaper food sections. I talk to and e-mail my fantastic freelancers, who are always on top of trends. And lastly, I aim to get out of the office when I can, because editors need to be out there in the foodservice world.

Douglas Peckenpaugh, CULINOLOGY® Magazine

I monitor the food news from dozens of publications--mostly covering U.S. food, but some international--on a regular, ongoing basis. As far as large-market newspapers go, LA Times, NY Times and Chicago Tribune have good weekly food sections. I also cover U.S. chain menu developments for the Tea Leaves segments in Culinology Magazine with the help of data from Food Beat, Inc. Talking to chefs helps. Oh, and I eat out a lot.

Chandra Ram, Plate

I read -- a lot -- and get ideas from more than the usual suspects. I do read 3 or 4 industry newsletters a day, including the NRA and CIA Smartbrief reports, and skim through about the same number of newspapers. Sometimes it's the design, travel, business or style section of a newspaper that gives me an idea or lead. When you see a country's design aesthetic becoming more and more popular, or news of how strong that country's industry impacts our economy, you can sometimes see the signs that the rest of its culture, especially food, are going to be more popular in the US.

As or more important than reading is going out and experiencing firsthand as much of the cuisine as possible. I'll often hit 5 or more restaurants in a day while traveling to another city, and do my best to keep up with what's happening at home in Chicago. Dining with friends who aren't in the industry also gives you a good perspective of how consumers view some of these trends.

◆ **days of wine and roasting**

Last year, Amy Muzyka-McGuire of Food & Nutrition Communications was the recipient of a \$1,400 reimbursement through IFEC's Professional Development Awards program. Here's Amy's report on how she used the funding.

As I had mentioned on my application for IFEC's Professional Development award, people assume that because I live in the Pacific Northwest not more than a hundred miles from many of Washington State's great vineyards, I'd be an expert at food and wine pairing. Not.

Like many of you, I enjoy wine and know which wines I prefer to drink. I could even do the red wine/red meat and white wine/white meat pairing. But until I began my CIA Professional Wine & Food Pairing classes in Napa Valley recently -- part of IFEC's Professional Development award-- I had no idea how much I didn't know.

Two intense days of learning wine fundamentals (*i.e.*, recognizing wine varietal characteristics and flavor wheels) led to detecting major flavors and aromas in wine. Who knew I had a nose for detecting grapefruit and lemon aromas in white wine? Once you could "quaff" using your senses -- determining a wine's color, aroma, flavor, acidity, body and tannins -- you could begin to understand what makes a great varietal. Lots of sniffing, swirling, sipping and spitting later, I was ready to "match" food with some great wines.

Given samples of Pan-Seared Salmon with Olive Conserve, Duck Confit Salad and Beef Bourguignon, I had to pair one of six known wines with each food. Did I want to complement (balance) the food and wine... or be a rebel and

contrast them? Complementing meant marrying the beef with a burgundy. After all, weren't the French famous for this pairing? Contrasting the food and wine flavors actually brought the somewhat tart salmon-olive dish and the jammy pinot noir together. Finally, the light sparkling wine cut through the richness of the duck confit. More confident after this exercise, I was ready for a challenge.

Out came Vietnamese Salad Rolls, Chicken Mole, and Veal Sausage with Sauerkraut. Six more wines were poured "blind," meaning we never saw the bottles they were poured from. Our mission as students was to taste the wines, record their attributes, then pair the food samples with the given mystery wines.

During one of those first bites, I had a Helen Keller moment. Having already tasted dozens of wines, learning their specific terminology, hearing other students describe these wines, I just knew that the Veal Sausage and Sauerkraut was truly delightful with an unknown white wine that tasted like... and indeed it was revealed to be.. reisling! (At that point, I didn't care that the Germans had been pairing these two together for hundreds of years.) As our esteemed instructor, Chef John Ash, would like to say... I had an epiphany. I have since learned this about food and wine pairing: what grows together, usually goes together.

Food and wine would never be the same for me.

editor's note:

There's still time to apply for a professional development award for yourself. You need to have been an IFEC member for at least 3 years to be considered eligible. The educational activity for which you seek reimbursement may take place at any time during the year 2008. Award amounts may vary. Recipients will be notified by April 15. Application deadline is March 1. Use this link to find the application on the IFEC website:

<http://www.ifeconline.com/uploads/info/ProDevGuides&App%20combined.pdf>

♦ ifec cocktail party in nyc

Planning to attend the International Restaurant & Foodservice Show in New York City (March 9-12)? Then catch-up with IFEC colleagues on Tuesday, March 11th at 4:30 p.m. at Xai Xai, a new wine bar specializing in wines from South Africa. Come rest your feet and enjoy a glass of vino after the show. This is an informal, pay-as-you-go gathering. Please email Ed Hoffman at ed@thevarickgroup.com if you might be able to stop by so we can reserve a few tables. Xai Xai, 369 W. 51st Street (at 9th Avenue), 212.541.9241.

♦ job postings

Two positions available
Morgan Marketing and Public Relations LLC
Irvine, California

Senior Level PR Manager

Immediate job opening for an experienced senior-level strategic PR pro who can aid in motivating a talented PR team. Must be results- and deadline-oriented with proven experience in consumer industries; copywriting/budgeting/managing/ implementing strategic plans/proposals; media relations expertise and new business savvy. The ideal applicant will have a proven track record of client successes and be a self-starter who can carry out a plan with minimal supervision. Experience in the food, real estate and/or retail industries is a plus. Four to six years of PR experience is required for the position, with at least two at an agency.

Account Coordinator

Immediate job opening for an enthusiastic, detail-oriented Account Coordinator who is results-oriented and can productively support an account team in executing strategic programs to service clients. At least one year of experience in a PR agency or related setting required. The ideal candidate will be extremely organized and able to handle multiple projects with tight deadlines. Only those candidates who possess strong

writing/communications skills and have a degree in communications/journalism/PR will be considered.

Recently honored by the Orange County Chapter of the Public Relations Society of America with its prestigious Distinguished Service Award, Morgan Marketing & Public Relations is an established, financially strong, Irvine-based PR agency with long-term growth opportunities. Benefits include 401(k) with matching contributions, 100 percent employer-funded profit sharing program, and health insurance along with a positive, high energy, rewarding environment working with incredible clients.

Send resume with salary history to: Kimberly Porrazzo; Kimberly@mmpr.biz



Public Relations Manager
Marriner Marketing Communications
Columbia, Maryland

Dynamic and growing advertising and marketing communications firm serving the food and hospitality industries seeks Public Relations talent with an energizing attitude and a passion to work in a positive team environment. Position is part-time with flexible scheduling possible.

Applicant must be a seasoned Public Relations professional with 5+ years experience. Candidate must have excellent written, verbal and organizational skills and the drive to create amazing PR opportunities for our clients. Food experience is required. Be prepared to share your book and experience of PR successes.

Please visit www.marriner.com for more company information. E-mail resume, cover letter and salary history to: hr@marriner.com



Manager of Marketing Communications
American Egg Board
Park Ridge, Illinois

Trade association seeks a food marketing communications professional responsible for creating, implementing, and measuring the success of consumer public relations, online, and word-of-mouth marketing efforts. This individual must be able to work collaboratively with staff and agencies to develop effective, fully integrated public relations programs that result in positive media coverage for eggs in major media. Qualifications include a Bachelor's degree in marketing, journalism or communications with five to ten years food marketing communications experience, preferably on both agency and corporate side. Successful candidate must have managed successful online programs, websites, blogs, and social networking initiatives. Qualified individual must be an accomplished communicator (both verbal and written) and collaborative team player, with strong organizational skills and be Web 2.0 savvy.

Contact Vice President of Marketing, Kevin Burkum, at kburkum@aeb.org.

◆ **got news? send it to ifec today!**

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