



newsletter

april 2008

♦ president's message

Hello, IFEC-ers! NRA will be here before you know it, so here are a couple of can't-miss events to put on your calendar right now:

Sunday, May 18, 2 p.m. IFEC's first-ever NRA educational session. See the description below from panel committee member *Kathy Hayden*:

Get Covered: Foodservice Public Relations Pointers Straight from the Editors

Whether you're a publicist representing a national chain of restaurants, an independent struggling to get noticed or a public-relations professional working with any aspect of the foodservice industry, it can be easy to be overlooked in today's highly competitive and quickly moving media scene. Learning tips directly from trade magazine editors covering the national foodservice scene can make the task more attainable, personal and effective. Attendees will learn pointers for making themselves or their clients more media-savvy and ready for editor contact, researching which stories belong in what media outlets, developing effective pitch techniques, and building relationships for staying in touch with editors.

Moderated by *Alexei Rudolf*, Account Supervisor at Edelman, with panel members: *Blair Chancey*, Associate Editor of *QSR Magazine*; *Kathy Hayden*, Managing Editor of *Flavor & the Menu*; *Chandra Ram*, Culinary Editor of *Plate Magazine*; and *Kate Leahy*, Associate Editor of *Restaurants & Institutions*

Monday, May 19, 4:30 to 7 p.m.: IFEC's annual NRA reception at Kendall College, 900 N. North Branch, Chicago. You should have already received your formal invitation via email. The reception is an ideal time to introduce potential new members to our wonderful organization, so bring along a guest!

Meanwhile, it's never too early to get yourself in a Cleveland state of mind. Check out the link below, sent in from IFEC Secretary *Tia Woodward*, to whet your appetite ...
http://www.positivelycleveland.com/Visiting/things_to_do/Neighborhoods/food

See you next month!

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

♦ eating good in the neighborhoods

Thanks to the trio of Chicago IFEC-ers who responded to our call for restaurant recommendations. We asked them not for the newest or the hottest, but for the places closest to their hearts.

IFEC Board member *Tom O'Brien*, O'Brien Culinary Communications, calls his contribution "Food slumming in Chicago or, where to go when you're really tired of fancy food."

Al's #1 Italian Beef

1079 W. Taylor (and other locations), 312-226-4017

You've never lived until you've had Italian beef juice run down your chin. Learn the lingo: "hot or sweet" refers to peppers; "wet or dry" means dipped in the beef jus or not.

Billy Goat Tavern

430 N. Michigan (underground level), 312-222-1525

Burgers and chips (no fries); Pepsi (no Coke). The original "Cheezborger! Cheezborger!" joint.

Gold Coast Dogs

159 N. Wabash (and other locations), 312-917-1677

Best dog in town. Get it with the fluorescent green relish. Ketchup is outlawed.

Lou Malnati's Pizzeria

439 N. Wells (and other locations), 312-828-9800

Deep dish that's as good as – or better than – Pizzeria Uno, without the turista trappings that Uno has taken on.

Manny's Cafeteria & Deli

1141 S. Jefferson, 312-939-2855

Corned beef sandwiches the size of your head, and flying knives behind the counter.

Pompei Bakery

1531 W. Taylor (and other locations), 312-421-5179

Businessmen, college students, doctors, cops ... everyone meets at Pompei for traditional Italian dishes, handmade pizza and amazing "stuffed" sandwiches.

Then, to redeem your foodie credentials, finish up at:

Vosges Haut Chocolat

520 N. Michigan Ave., 312-644-9450

Astounding truffles: from traditional to outrageous (curry, chili powder, Balsamic vinegar). Best chocolates in Chicago ... and quite possibly in the whole U.S.



Jessica Wion, National Restaurant Association Solutions, likes these two restaurants:

Merlo on Maple

16 W. Maple St. (at State St.), 312.335.8200

Outside of Italy -- and their sister restaurant on Lincoln Ave. in Lincoln Park -- this is the closest I've found to traditional Italian fare. The owners originally hail from Bologna, and they've brought some delightful dishes with them. Homemade pasta, light and flavorful fare -- this is definitely not immigrant Italian cooking. It's also housed in a lovely townhouse in the Gold Coast.

Rise

3401 N. Southport (at Roscoe -- right off the Southport Brown line El stop), 773.525.3535

Hip sushi restaurant with full gamut of entrees as well on the Southport Corridor in Lakeview. Good sushi, good wine list, great cocktails. A great excuse to get out of the Loop or Mag Mile for a great dinner in a fun neighborhood with tons of shopping and nightlife.



For a great breakfast, public relations consultant Bill Schrieber says you should head to Greek Town:

Meli Café

301 South Halsted Street (in Greek Town); 312-454-0748; www.melicafe.com

Breakfast/Lunch only

If you like breakfast, you'll love this place. A big menu of egg dishes (omelets, frittatas, skilletts, benedicts, etc.) plus French toast, pancakes, crepes, etc. Special extras like pure maple syrup, homemade whipped butters, fresh baked challah bread and Phil's Cage Free Eggs. Also have a large coffee and juice bar selection. Lunch is great too with soups, salads, sandwiches, panini's, etc.

◆ people on the move

Diane Ridge has left *Food Management* to move back into the kitchen. She is currently doing a baking stint at Bar Cento, a hot restaurant in Cleveland. When she wraps that up she plans to return to catering as well as take on recipe development/editing and testing projects. You can reach Diane at dianeridge@sbcglobal.net

John Williams, president of Sahlman Williams, the Tampa-based pr and marketing firm, announces the firm has opened a West Coast office in Westlake Village. Gary Calorosa, vice president, will direct the new office. Sahlman Williams is celebrating its 25th anniversary this month.

Hooray for *Jamie Estes*, Estes Public Relations. She was named a finalist in the National Association of Woman Business Owner's Woman of the Year Award for the Kentucky Chapter.

Congratulations to *Rita Nolan* on her promotion to Senior Editor at the School Nutrition Association. Rita has assumed increased responsibility for the content and quality control of *School Nutrition* magazine, managing writers and working on additional association projects.

Patty Johnson, IFEC treasurer, has launched a new business in Boise called Snake River Cuisine Tours. She offers custom tours to wine country and culinary points of interest in Idaho's Snake River Valley. Her first public tour will include stops at several wineries and a gourmet market. Visit her site at www.srctours.com

Joan Holleran, the former editor of *New Products Magazine*, has joined Mintel as Manager Editor of its U.S. Reports Division, based in Chicago. Mintel International Group is a leader in providing consumer market research and competitive intelligence tools. Joan says IFEC's media members will be happy to know that Mintel gladly shares valuable data and insights into a wide variety of markets, including foodservice. Please feel free to contact Joan and she can point you in the right direction. Her new email is jholleran@mintel.com.

◆ product presentation applications are due

Don't forget to send in your application for a Product Presentation at the 2008 Conference in Cleveland, November 3 - 5. May 12 is the deadline for on-time submissions. We will continue to accept applications through August 1, but there will be a late fee and no guarantee that we can accommodate your request. To read the instructions and find an application, please go to www.ifeconline.com, log in to the members section, go into "Member Files," scroll down and select "Product Presentations 2008 Information & Applications."

◆ membership renewals

If you renewed your 2007 membership or joined IFEC between January and April of last year, you should have received a notice reminding you that it's time to renew for 2008. Those who renewed or joined between May and December 2007 will receive their renewal notices soon. If you are unsure of your status, please email us at ifec@aol.com.

◆ **we're looking for news about you and your business -- please
send it today**

Hope to see you in Chicago!

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