



Food Trend 2009 – Back to the Basics

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1. Introduction

- a. Fear of the word Trend
  - i. Trends come and go but high quality and dedication to the craft remains steady
  - ii. Restaurants with longevity – Panisse, Oliveto, Delphina, Kokkari. Traditional, seasonal, ingredient based cuisines
- b. What's old is what's new – Skill set based comfort foods, less lux ingredient
  - i. Slow cooking of less expensive meats
  - ii. In season vegetables – especially roots, greens

2. State of Industry – Caterers

- a. Slowing Economy requires return to core competencies
  - i. Serve great food. Local, seasonal, sustainable.
  - ii. The \$\$\$ factor of local/organic – Think outside the box – Winter-Sardines vs ahi and sea bass/Short ribs vs filet/Local apples instead of imported berries. Dishes that require skill – a long cooked braise vs grilling a steak
  - iii. Don't over-reach or over promise. Be realistic and explain concepts/costs in detail
- b. Specific Examples of foods we are using that are local/organic and cost effective
  - i. Sardines vs bass or Tuna
  - ii. Short ribs vs filet
  - iii. Winter vegetables for salad rather than lettuces which can be \$\$\$ and bitter in the winter

3. Food Prep Trends

- a. Sous Vide – Not new but being used in new ways
  - i. Slow cooked short ribs – Uses less ingredients for marination
  - ii. Vegetables – cooked by exact time and temp. Holds after cooking longer.
  - iii. Increased food safety if handled properly
- b. Compression
  - i. Changing texture without cooking – celery, radish, melons

- ii. Fast infusion – marinating. “Poaching” fruits
  - c. Immersion Circulator
    - i. Keeping perfect temperatures
    - ii. Circulating liquids to hold food for service – butter baths, ect.
  - d. Deconstructions
    - i. Why do them? Convenience, matching site challenges, matching course objectives – ie. Traditional entrée presented as hd
    - ii. Deconstructed wellington
- 4. Conclusions
  - a. Responsible-Moral Events
  - b. Green is in
  - c. Values reside in the places you feel your clients may fear to go...Trust them and trust your caterer!
  - d. Whole animal dining
    - i. Tenderloin and short rib
    - ii. Lamb chop and braised breast
    - iii. Luxury at reduced costs with more skill set demanded
  - e. Chef driven menus and ideas with end user participations
  - f. Inexpensive luxuries – Comfort foods and Theme and Variation Stations
  - g. Avoiding the “Food Court” Syndrome – Choose more wisely, not just more