

ABIGAIL KIRSCH

Entertains





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When we began the process of creating Volume 2 of *Abigail Kirsch Entertains*, we were excited and challenged with the prospect. Continuing our theme of bringing you inside our operations to share the spirit and creativity that is at our heart, we have explored some trends we currently see in the food world and have shared more about our events and the people who create them.

This year has been stimulating as we have embraced the old and the new. Alison Awerbuch focuses on retro food themes in our feature article. We love retro as it allows us to recreate the joy and comfort of favorites with contemporary twists. We devote space to "green" as our clients are asking for more eco-related themes. Dena Santoro, our roving editor, has gathered some wonderful resources. And we take a look at cheese as it rolls back into the spotlight.

We are especially proud to feature Off-Premises Catering, which was the genesis of our business in 1975 and continues to be the creative center of the company today. As Director of Sales for the Off-Premises group, Carl Hedin has teamed with designers to assemble a fresh look at working with flowers "beyond the centerpiece" to create exceptional statements.

As we set out to do in our first issue, we have included some of the things we do to celebrate the wonderful work our associates perform to keep the business humming day-in and day-out.

The catering world continues to evolve with more restaurateurs entering the business. We are excited that our industry is drawing the attention of notable people in the food world. Catering has and will always be a dynamic process of bringing the best of food together with design, and then overcoming the unique test of executing events in demanding environments for small groups to hundreds, if not thousands, of guests.

We've been at this for more than thirty-five years and continue to be full of the passion that is a prerequisite to helping our clients entertain and celebrate.

Please enjoy the pages to come.

Jim Kirsch



Alison Awerbuch, Bob, Abigail and Jim Kirsch

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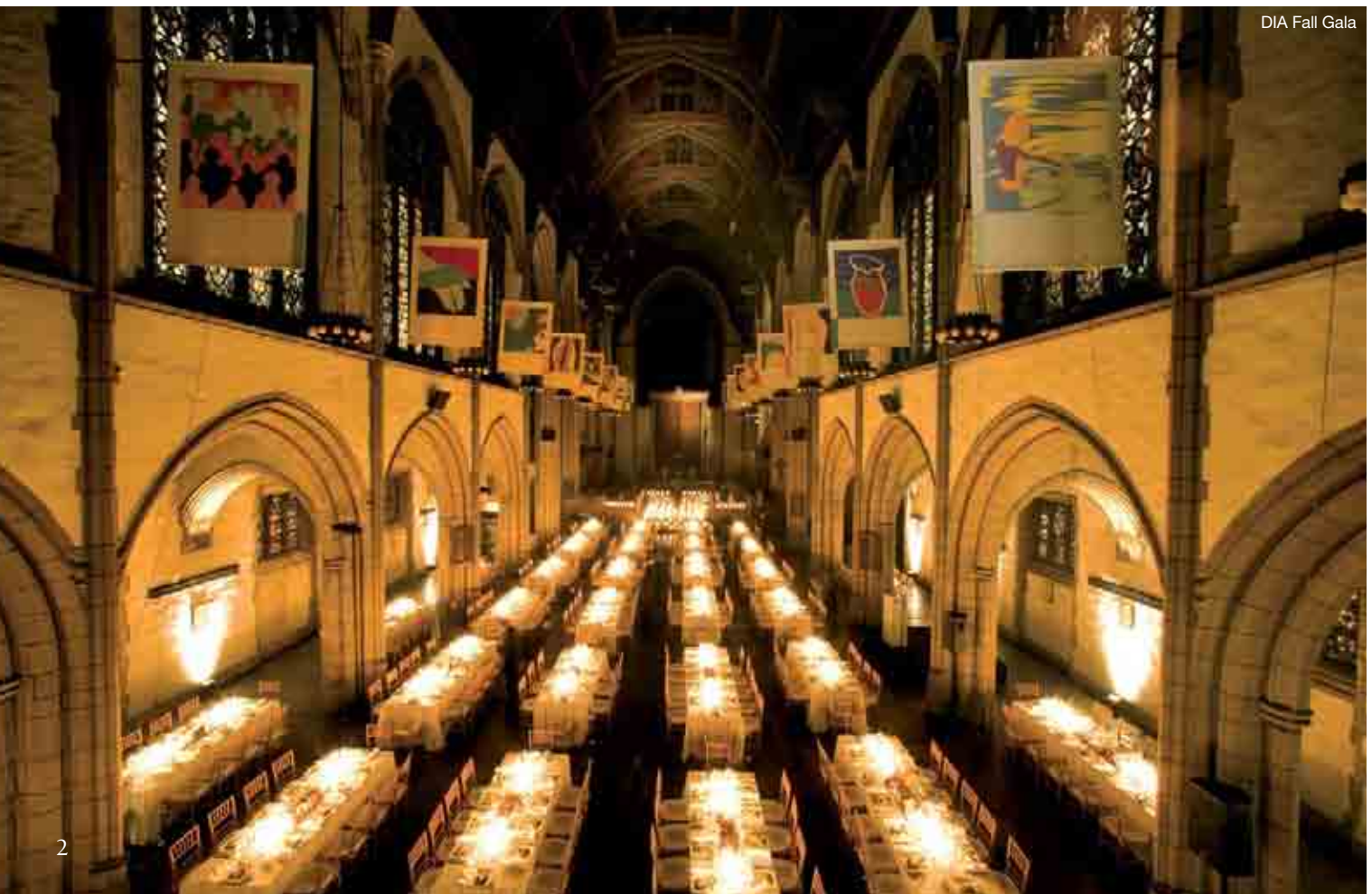


OFF-PREMISES CATERING



International Seviche Bar

At the
Creative Core
of Abigail Kirsch



DIA Fall Gala



Urban Barbeque



High Octane Shots

Hibiscus Champagne Cocktails



“ I’ve been part of this division’s growth for more than twenty-five years. I love what I do and I love being part of the events. The excitement is still the same! ”

Janet MacEachen, Director

Abigail Kirsch was founded as an Off-Premises caterer, and in many ways this multifaceted aspect of the business remains the central part of the company. From the start, Abigail and Bob Kirsch knew that their reputation was “only as good as their last event.” This truism forms the base of company culture and drives processes and programs to this day.

In contrast to choosing to hold an event at one of AK’s exclusive venues, working with the Off-Premises team opens the door to endless possibilities for site selection throughout Manhattan and the greater metropolitan area. Once the location has been chosen, the creativity is unleashed, underscored by an unwavering commitment to quality.

Carl Hedin, Director of Sales, said, “We ask unusual questions in order to get to know our clients so that we’re able to exceed their expectations. We offer our full resources and partner with our culinary

team to create elegant, out of the box events that truly set us apart.”

Off-Premises Catering is AK’s research lab in many ways; it’s where the envelope is continually pushed. Working with a cadre of the industry’s top designers, the team at OPC will create an entire concept from a distinctive menu through every aspect of décor and design, even costuming for the staff. Whether it’s a film premiere for thousands, a gala celebration in Central Park or a more intimate gathering, the team thrives on creating extraordinary experiences.

Green *Baby* Green

As our culture embraces measures of sustainability, we want to share some of the eco-friendly resources and establishments we have discovered.



Find **Green** Places

Everything you've ever wanted to know about Green NYC: Exuberant ecological designer Wendy E. Brawer leads a dedicated **Green Map Systems'** team in plotting all places green across the five boroughs. Founded in 1995, this grassroots non-profit now has partners in fifty countries; Wendy's blog charts her work across the globe, as well as her boundless capacity for speaking, teaching and mentoring engagements. Worldwide, more than 300 Green Maps have been created—and the number grows every year. For NYC, Green Apple offers diverse resources; there are special composting, energy and youth maps, and tools in Spanish and Chinese. The group also partners with organizations to design eco-educational programs. Residents and tourists alike benefit as the original NYC maps go digital this year.

NYC: www.greenapplemap.org;
worldwide: www.greenmap.org

If you've ever wondered just where lower Manhattan's community gardens are located, **Gardens of the Lower East Side** has done the planning; its self-guided walking tours allow you to enjoy the scenery without getting lost! It also provides links to those gardens that have websites, providing additional information and a virtual view of these enclaves and their programs.

<http://groups.google.com/group/les-gardens/web/gardens-of-the-lower-east-side>

New York City has been sprouting **Greenmarkets** galore. Forty-six seasonal and year-round venues now operate; many include outreach programs aimed at improving nutrition information.

For a map and a complete list, including months of operation, visit: www.cenyc.org.



Wendy E. Brawer,
Founding Director
Green Map System





“ Nature gives to every time and season some beauties of its own; and from morning to night, as from the cradle to the grave, it is but a succession of changes so gentle and easy that we can scarcely mark their progress. ”

Charles Dickens

Green Foods and Tables

Green Tables: The appealing shop **sustainable-nyc** offers ingeniously recycled and repurposed items for table and home at their East Village shop or on-line.

147 Avenue A/9th Street, 212-254-5400,
www.sustainable-nyc.com

Greenopia and **Treehugger** offer eye-opening resources ranging from product sources to articles that discuss global solutions to eco-issues. Ordering Greenopia's "NYC Green Guide" is the equivalent to Zagat's for those seeking everything and anything green throughout the city.

www.greenopia.com
www.treehugger.com



Expand your knowledge of New York State food history at **Vintage New York's** two locations. Empire State Wines are the star attraction. They serve local foods, often procured through the Greenmarkets, featuring the state's artisanal cheeses. You can do your shopping here and also stay for a glass of wine and a snack.

SoHo: 482 Broome Street, entrance at 60 Wooster, 212-226-9463; UWS: 2492 Broadway at 93rd Street, 212-721-9999; www.vintagenewyork.com

Green Eats, I: **The Green Restaurant Association** offers updates on eateries that meet rigorous certification standards. NYC restaurants will come as a surprise



with a few chains on the bandwagon. One recent entry is Greenwich Village's **Gusto Grilled Organics**, featuring everything from coffee and croissants to empanadas and steak sandwiches. NYC's first USDA approved organic eatery features numerous environmentally conscious details.

The Green Restaurant Association: www.dinegreen.com
Gusto Grilled Organics: 519 Sixth Avenue, 212-242-5800, www.gustorganics.com

Discover the nouveau retro charm of the organic martini at **Counter**.

105 First Avenue, www.couthernyc.com

Green Eats, II: The Friends of Animals site provides an updated list of vegetarian/vegan restaurants and cafes across the U.S. (http://friendsofanimals.org) A local favorite is the diminutive **Viva Herbal Pizzeria**, which bakes up healthy pies, pastas and calzones, some with spelt crusts, tofu and a wealth of veggies; also, yummy vegan chocolate or pumpkin 'whoopee pies' for dessert.

Second Avenue, between East 11th & 12th Streets, 212-420-8801

Dish with top chefs at Union Square Greenmarket and return to some of New York's best restaurants to enjoy fresh seasonal fare. The **Market to Table Chef Tour 2008** runs from April through October.

http://www.cenyc.org/greenmarket/chefoursandtastes

Visit Green Gems

One of New York's utter treasures, the intimate **Mount Vernon Hotel Museum** is the last 'day hotel' in the City; it also boasts one of its loveliest gardens and is a trip back to when East 61st Street was the country. Concerts, storytelling and the like are held outdoors when weather permits; call to book programs in advance.

421 East 61st Street, 212.838.6878, www.mvnm.org

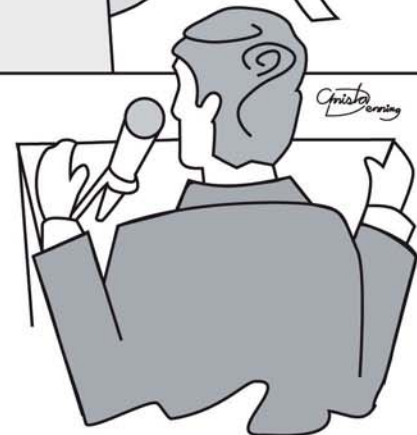
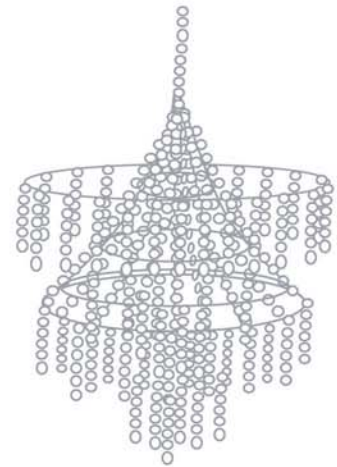
When was the last time you visited **The Cloisters** and **Fort Tryon Park**? Pristine and peaceful at any time of year, both the interior courtyard of The Cloisters and much of historic Fort Tryon Park boast glorious gardens and of course, a panoramic view of the Hudson River and the Palisades. The park's grounds have undergone a dramatic transformation in recent years, thanks to a dedicated Parks Department team that has achieved noticeable success.

www.metmuseum.org

If weekend crowds have you down, a walk along **Riverside Park's** promenade is just the solution. A shady paradise is found under its canopy of trees, and it is so pleasant to just wander, catching a peek of the mighty Hudson as it rolls along. Beautiful any time of year, it's at its finest in autumn. A healthy retreat might begin at West 96th Street; walk north to Grant's Tomb, located at 122nd Street, where neighboring **Sakura Park** should have plenty of bench space. Save a few russet leaves to press in waxed paper as a memento of a crisp fall day.



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