



Bistro AIX Early Summer 2009 Newsletter

Corks Against Cancer a Success!

Bistro AIX was honored to be a part of fall 2008's **Corks Against Cancer** campaign which helped raise funds for local children's cancer research. In conjunction with **The Rally Foundation** and **Blackstone Winery**, Bistro AIX offered Blackstone wines on its fall prix-fixe menu, with a portion of the proceeds being donated to **Nemours Children's Hospital**.



Following a luncheon at Bistro AIX on May 22, a check in the amount of \$2,500 was presented by

Kim Frick of Vine One, to **Dr. Eric Sandler, Division Chief of Hematology and Oncology**. The donation will be used help fund the important research and support that Nemours provides to many families locally and around the country.

Thank you to all of our guests who chose to support the program by ordering Blackstone Wines.

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What's in a Dish?

What's in a Dish? is a newsletter feature that allows you a glimpse into some of the items you'll find on our menu. You know the dishes *taste* delicious, but it's nice to also know why they are so special. In this installment, we introduce you to the late **Hobbs Shore**. A legend in food circles, he was, arguably, the man who single-handedly brought artisan charcuterie to the American dining scene (decades before it was the country-wide food phenomenon that it is today). Read on ...

Hobbs Shore (1922 – 2008) was born in Romania and his family immigrated to the US in the early 1930s, settling in Brooklyn, N.Y. It was during his childhood on his grandfather's farm in New York's Hudson River Valley that Mr. Shore learned, albeit reluctantly, how to smoke meats. "In the summertime my mom would send me to my grandfather's. I had visions of swimming, fishing, playing baseball. But grandpa said, 'First, you have to do your chores.' " He had to lug a heavy wagon, laden with coals and apple-wood chips, into a barn that his grandfather had converted into a smokehouse.

Finding himself bored in retirement in the early 1980's, he began tinkering with an old refrigerator he had turned into a smoker. One weekend, he brought some smoked turkey and smoked bacon to a party in Berkeley which happened to be attended by famed Bay Area chef Bradley Ogden, who became enamored of the handcrafted meats. Urged by a growing number of inquiries, Mr. Shore established a business enterprise and became a familiar sight at Bay Area restaurants.

Chef Tom got to know Hobbs when he lived in the Napa Valley and purchased his products when he worked for the Culinary Institute of America and later, Dean & DeLuca. "He was like a grown-up little boy; he wore baseball hats, blue jeans, plaid shirts, Converse sneakers...and a grin. He was so enthusiastic about sharing his discoveries with me, whether it was a new product he'd developed or a special ingredient he'd begun to use. His passion was evident in each bite," recalls Chef Tom. The friendship continued when Bistro AIX opened in 1999 and Hobbs' products were featured prominently on the opening menu, where they have remained to this day. We are currently featuring them on our new **Hobbs' Charcuterie & Imported Cheese Plate**, the new **Guanciale Pizza**, as well as our classic **Prosciutto & Goat Cheese Salad** and the **Prosciutto Pizza**.

"Everything today is geared toward mass production," Shore explained in an interview with the San Francisco Chronicle (where some of the information for this newsletter piece was gathered). "And mass production leads to shortcuts. You have to use a lot of equipment, and that changes the whole quality of the product - it has no personality, it's homogenized. It comes down to a philosophy of how you want to make a product - as efficiently as possible or as good as possible." **Your taste buds will tell you Hobbs Shore's philosophy.**



Executive Chef
Tom Gray

What makes Chef Tom tick? We caught up with him long enough to get a few insights...

In my spare time I like to: What spare time?!
Cook for friends at home.

One of my most memorable dining experiences was: at Arzak in San Sebastian Spain. I had been traveling with several other chefs in preparation to open the Wine Spectator Greystone Restaurant at the CIA in Napa Valley. It was the culmination of several weeks of being completely awed by what we saw, tasted, smelled and touched during our travels.

Also, Bouchon in the Napa Valley, just before moving to Jacksonville to open Bistro AIX. We had oysters, Champagne, foie gras, trotters...a pretty decadent meal. It was one of those magical evenings where we felt like the world had stopped spinning for a few hours and that our table was the center of the universe while we wine and dined the night away!

I couldn't imagine my kitchen without: the wood-fired oven.

The best part of my job is: all the terrific people I come in contact with - both staff and guests.



Hobbs Shore (right) jokes with manager Kim Huynh in the cooler at Shore's plant in San Rafael, where he produced smoked meats. (LEA SUZUKI / San Francisco Chronicle)

A dining/food trend I'd rather see disappear: I still don't understand the "Fusion" (confusion!) trend with 17 - 25 different ingredients in a single dish from all over the globe. It's never made sense to me.

A glass of this will always bring a smile to my face: Champagne or a Margarita made with fresh-squeezed juices.

My proudest moment professionally: Being nominated earlier this year for a James Beard award.

My personal recipe for success: Don't accept "no" for an answer; there *must* be a way!

James Bond & Bistro AIX

As a continuation of our partnership with the **Jacksonville Symphony Orchestra**, and in conjunction with our **10-Year Anniversary Celebrations**, we invite you to enjoy **Bistro AIX Bond Nights on May 29th & 30th**.

This Friday and Saturday, May 29th & 30th, join us for **\$5 James Bond martinis** (shaken *or* stirred!) paired with your favorite dishes or flavors from our new summer menu. Then, after dinner, simply take your Bistro AIX receipt to the Symphony box office and receive tickets to the **Bond, James Bond** (concert begins at 8pm) for only \$25!

"Goldfinger", "Nobody Does it Better", "Live and Let Die", and the ubiquitous "James Bond Theme" - the signature tunes of Bond films are nearly as famous as the jet-setting super spy. Prepare for an evening that's licensed to thrill when the debonair 007 is brought to life through the performance of classic pieces of cinematic music with UK superstar guest-soprano, Mary Carewe, and Carl Davis, conductor.



For more information, contact the Jacksonville Symphony box office at 904-354-5547, or www.jaxsymphony.org.

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But Wait, There's More. A LOT More!

New Summer Menu Makes Its Debut. It might not feel like summer quite yet, but it's coming! We're ready, and have a delicious menu full of new specialties to share with you. Enjoy **Organic Red & Gold Beets** in Bibb lettuce topped with ricotta salata, **Terrine of Eggplant & Goat Cheese** with roasted peppers & focaccia, or **Seared Salmon** over pearl pasta, asparagus, sugar snaps, roasted fennel, lemon broth & tzatziki, just to name a few. If you're into brews, we also have a fun **Summer Catalog of Premium Big-Bottled Beers** going on. Featuring domestic and imported specialties, they are perfect to share and a refreshing accompaniment to some of the new menu offerings.

Summer Happy Hour Specials: In addition to lower prices on some of our most popular cocktails and martinis, we are pleased to announce Happy Hour will be available at both bars (Main Bar and ONYX Bar) all summer long! Yes, from **Memorial Day to Labor Day**, join us at your favorite barstool and enjoy **Happy Hour Monday - Friday from 4pm - 7pm**. Meet a friend or bring your entire office to unwind!

Bistro AIX Garners Hospitality Nomination! On May 14, [Visit Jacksonville](#) named six recipients and five finalists of the 2nd Annual **National Tourism Week Hospitality Awards** at a ceremony held at the Cummer Museum of Art & Gardens. We are pleased to announce that **Bistro AIX was a finalist for "Partner of the Year"!** Visit Jacksonville, formerly known as the Jacksonville & the Beaches Convention and Visitors Bureau, is the official destination marketing organization of Greater Jacksonville. its mission is to create visitor demand, resulting in measurable economic growth for business partners and contribute to the quality of life of the Jacksonville community.

Congratulations to Larry G. and Laura M. who were the big winners at **Bistro AIX's Earth Day celebrations** in April. They each took home wine-filled goodie bags and a Bistro AIX dining certificate for ordering from our special menus on April 20 - 22. Want to be our next winner? We'll keep you posted on other specials and events via this newsletter and Twitter, so stay tuned. Which leads us to our next topic...

Bistro AIX Tweets - do you? Make sure you are in "on all the action" and follow Bistro AIX on Twitter at www.twitter.com/bistroaix. Once there, just sign up to "follow" Bistro AIX and you will be among the first to know about special Twitter-only offers and specials.

SAVE THE DATE: Want to go to Europe this summer but tapped out on your frequent flyer miles? **Then, come to Italy with us!** Bistro AIX announces our next private dining and wine event, **Taste Tour: Glorious Italy** on Saturday, July 18th. More details to come!

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