



What is *Culinary Trends*? After two decades on the national culinary scene, *Culinary Trends* was reinvented in 2008 as the first REGIONAL culinary magazine just for chefs. We do not write restaurant reviews; instead, the magazine highlights establishments that embody current, cutting-edge trends in the restaurant industry as determined by extensive research completed by our editorial team.

Our editorial focus...

...is on the food. Restaurants and chefs featured in each issue present exceptional culinary creations that we believe executive chefs and industry professionals can draw inspiration from when developing ideas for their own establishments. Named by *Examiner.com* as one of the [Five Best Food Magazines](#) to subscribe to in 2010, *Culinary Trends* is a must-read for the most innovative culinary professionals. By covering a wide range of trends represented by professional chefs at fine dining restaurants, hotels, country clubs and high-end caterers in California and Las Vegas, we're building a reputation as the insider guide for professional chefs and restaurateurs in the California-Nevada region.

Who receives the magazine and what is the circulation? We mail directly to executive chefs who make menu and purchasing decisions at over 10,000 select establishments: Fine-dining restaurants (primarily one-offs, not chains), hotels with restaurants and banquet facilities, high-end caterers and country clubs. The list also includes restaurant owners, hotel food and beverage managers and sommeliers.

Who should advertise? To identify the right establishments, our research staff uses guides such as Zagat, Gayot, city magazines, newspapers, local dining directories, web sites and alcoholic beverage control lists. Importantly, *we add restaurants as they open*, giving you the opportunity to sell to new businesses. This targeted distribution makes *Culinary Trends* the most cost-effective way to reach chefs on a regional basis: perfect for higher-end food manufacturers and distributors who primarily serve the California/Las Vegas markets, and for national brands that want to increase their market share by supporting regional distributors and brokers. Whether you sell meat, fish, produce, desserts, wine or cooking oils, service restaurant equipment or sell shoes to chefs, we'll help you reach executive chefs in California and Nevada who make the purchasing decisions.

Bon Appétit,
Carleigh Connelly, Executive Editor

WINTER 2012 [January/February]

Mail Date: January 18

Ad Closing Date: January 4

Editorial Materials Deadline: December 8 (Editor FTP Upload December 22)



1) SNAP, CRACKLE & POP: Crispy Animal Skin is In - Who can say no to perfectly crispy fare? Chefs recognize that many people's favorite part of roasted poultry, the crispy skin, can be taken to another level by experimenting with fried and roasted skins of chicken and other meats, such as pork and beef to either create snacks/appetizers or enhance entrees with the perfect crunch.

2) PICKING A BONE WITH MARROW- House-made mayonnaise and artisan churned butter make great bread spreads and cooking ingredients, but is bone marrow the ultimate unctuous condiment? See how chefs across the West are featuring marrow on their menus.



3) LOBSTER LOVIN'- Find out how lobster's transition from a delicacy formerly only accessible at high-end restaurants, to an item that can now be enjoyed in a myriad of accessible dishes and restaurant environments, has chefs clawing for this king of the sea.

4) SPICY SALUTATIONS- Diners who once shied away from spice are now embracing peppers and chilies of all heat-levels (Ghost, piri piri, Padron, Habanero, Serrano, Scotch Bonnet, Aleppo) making a path for peppers to find their way into dishes and cocktails alike.

5) EGGS-ORDINARY FARE- Commonplace chicken eggs have found their way onto pastas, pizzas and burgers in the past few years, and now we're seeing chefs expand their egg offerings by packing their pantry with eggs not just from the chicken coop, but also from duck and quail nests.

EARLY SPRING 2012 [March/April]

Mail Date: March 21

Ad Closing Date: March 14

Editorial Materials Deadline: February 9 (Editor FTP Upload February 23)



1) CATERING TO BARS - The craft beer and cocktail revolution has placed a greater emphasis on serving quality beverages and if you take the time to offer guests sophisticated sips, why not refined fare? Today, more and more bar managers are recognizing diners' need to drink and dine, hiring creative catering companies to cook for their clientele.

2) PIG PERKS UP DESSERT MENUS - Although there was rumor that pork's popularity was declining after years of diners gobbling up savory dishes featuring bacon and belly on restaurant menus, it is clear that pork has made a sweet comeback, popping into pastries and desserts.

3) INDIAN STREET FOOD - The popularity of Indian cuisine in the states has grown increasingly since it was first introduced to the American dining scene decades ago. At first exotic, and most recently refined, today's diners are continuing their Indian infatuation by bringing their taste buds to the street as food lovers fawn over food trucks, pop-ups and restaurants serving more casual Indian fare.

4) PASSION FOR PASTRAMI: Old-School Deli Revival - Whether you grew up in a small town or a bustling city, chances are you have memories of your favorite deli. Jewish-inspired fare, from lox and brisket to smoked fish and pastrami, are making a comeback across the West.

5) DIY DRINK MOVEMENT: House-Made Sodas & Cocktail Syrups - Do-it-yourself sodas and beverage mix-ins, such as cocktail bitters, are influenced by the seasonal and locavore trend, offering guests a cornucopia of flavors that are not only unique (cherry basil, to lemongrass or ginger ale), but also natural.



EARLY SUMMER 2012 [May/June]

Mail Date: May 23

Ad Closing Date: May 16

Editorial Materials Deadline: April 12 (Editor FTP Upload April 26)

1) COSMOPOLITAN MAKE-OVER OF MORNING COMFORT FARE - Kitchen sink (aka mix-and-mash) style cookin' that has been popular across the states for decades is making it's way onto creative menus. Scrapple goes mainstream, while breakfast's beloved hash makes a comeback at sophisticated brunches and Innovative dinners thanks to foward-thinking chefs.

2) CHANGING LANDSCAPE OF ROAMING RESTOS: Pop-up Restaurants & Food Trucks that Move towards Brick & Mortar Locations Little capital, limited resources and minimal planning needed to start pop-up restaurants have lured emerging cooks with promises of culinary and fiscal freedom to try out menu items, restaurant themes and locations the past few years. Although diners have and will continue to embrace the mobile trend, many guests will always want conventional brick-and-mortar establishments as part of their dining landscape. Is it time for certain wandering chefs to take off their wheels and settle down by opening brick-and-mortar establishments?



3) CHEFS USE THEIR NOODLE - Diners are wild about noodles of all shapes, sizes and cultural backgrounds (Japanese ramen, udon, soba noodles/ hand-pulled Chinese noodles/ Vietnamese vermicelli) and chefs are taking note. Consequently, consuming clientele are becoming increasingly knowledgeable about these internationally-ubiquitous ingredients, demanding only the best versions of this universally devoured dish.

4) DAIRY'S SOFTER SIDE: Soft Serve Ice Cream - In the past few years, we've seen ice cream go from ordinary to extraordinary thanks to kitchens and stores that have pushed flavor boundaries by incorporating high-quality and unique ingredients into one of America's favorite summer treats. The frozen dairy trend continues, but goes to the softer side with soft serve yogurt and ice cream. You scream, I scream...this year more chefs are screaming for soft serve ice cream!



5) HANKERING FOR HALF SHELLS - Oysters are not just for the clam house anymore. We explore why oysters have become increasingly prevalent on menus of a diverse roster of restaurants across the West.

SUMMER 2012 [July/August]

Mail Date: July 18

Ad Closing Date: July 11

Editorial Materials Deadline: June 14 (Editor FTP Upload June 28)

1) BIG CITY BARBEQUE - Finger-lickin' good BBQ finds it's city legs, offering cosmopolitan dwellers their favorite country fare with a chic, cosmopolitan twist.

2) GLOBETROTTING SANDWICHES - A meal between two slices of bread, baguette or bao? You bet. Diners' sandwich preferences become increasingly sophisticated thanks to internationally-inspired preparations that put an ethnic spin on America's lunch staple. From Vietnamese bahn mi to Mexican tortas, what was once one of the more basic offerings on a menu, now holds promise as one of the most dynamite dishes, thanks to diners' rising expectations for the ordinary to be extraordinary.



3) USING THE WHOLE PLANT- As every chef knows, food waste is a huge problem in any kitchen. Chefs have been using the whole animals for a few years now, but only recently has this spread to the plant world. Carrot, radish and beet greens, amongst other plant tops are gaining popularity as flavorful and cost-efficient additions to menus. The head-to-tail movement has spilled over into the produce aisle; say hello to root-to-leaf cooking. We'll explore this trend from radish tops for a kimchi recipe to braised beet greens as a winter side dish.

4) MOROCCAN GOES MAINSTREAM - Moroccan flavors and sauces are surging in popularity. Moroccan-inspired dishes such as bastilla, tagines and couscous, in addition to North African ingredients such as preserved lemons, harissa and ras al-hanout are making appearances on menus across the West.



5) SAUCEY SIPS: Spiked Milk Shakes Spill into Restaurants - The childhood dessert favorite, milkshakes, grow up with the addition of alcohol. Adult diners can't resist the booze-enhanced dessert drink!

Fall 2012 [September/October]

Mail Date: September 19

Ad Closing Date: September 12

Editorial Materials Deadline: August 10 (Editor FTP Upload August 24)



1) A SEA FULL OF OPTIONS: Familiarizing Your Staff with Sustainable Seafood -A chef or a server may ask, well, what's in a name? With sustainable seafood restrictions turning unknown species into menu headliners lately, new fish offerings such as kaku, barramundi, cobia, shad, sardines and sablefish may be strangers to your staff. These fish may be unfamiliar, but they are ones that are fished or farmed sustainably and chefs need to adapt to these new options and educate both their diners and team to a safe school of seafood.

2) HAVING A BALL - What do Spanish *croquetas*, Japanese *korokke*, Italian *arrincini*, Polish *pierogis* and Chinese *baos* have in common? First and foremost, they are all circular or semi-circular packages of dough often made with a variety of fillings, but just as importantly, they're internationally irresistible and are popping up on menus across the West. Whether boiled, steamed, fried or baked, it is hard to deny that diners are demanding dumpling-inspired dishes from all parts of the world.

3) THE MIDDLE EASTERN PANTRY MOVES WEST - Chefs welcome a variety of ingredients popular in the Middle East, such as date syrup, za'tar, tahini, pomegranate molasses, pistachios and bulghur wheat into their kitchen pantries.

4) TAKING TRIPE TO THE TOP - An ingredient that was thought to be at the bottom of the culinary totem pole, makes its way back to the top with chefs' creative take on tripe-inspired dishes.

5) THE POWER OF ACIDITY - How does a chef create a great dish? Many would argue that successfully achieving the delicate balancing act of combining both complimentary and contrasting flavors and textures can often make or break a dish. More times than not, the key to handling the fragility of food's flavors lies in tartness and acidity characterized by citrus. Lemon and lime often do the trick, but today, many kitchens are looking towards more unique acidity offerings such as blood orange, finger limes and yuzu.



Holiday 2012 [November/December]

Mail Date: November 21

Ad Closing Date: November 14

Editorial Materials Deadline: October 11 (Editor FTP Upload October 25)



1) SALT, SUGAR, SPICE & EVERYTHING NICE- Out with the Kosher and refined, in with the Maldon and Turbinado was the mantra of kitchens across the country this past year. Chefs continue to replace standard seasonings with higher quality salt and sugar, now placing an emphasis on flavored, smoked, regionally-focused salt and sugar, fueling the seasoning revolution 2.0. Taking over pantries from Los Angeles to Las Vegas, with Hawaiian red salt and rosemary sugar, see how just a sprinkle of specialty salt or sugar can take a dish from standard to surprising.

2) FAREWELL TO FOIE GRAS- What do chefs think about California's upcoming ban on foie and how do they plan on tackling the departure of many kitchens' favorite ingredient?

3) THE MARRIAGE OF FOOD & TECH -Are you well versed in today's multimedia landscape? Tech-savvy diners like to "check in" to restaurants with social networking applications such as FourSquare or interact with their favorite restaurants and chefs via Twitter. Many restaurant owners have happily taken advantage of the free publicity that comes with this trend, offering special deals to customers who check in on a regular basis or have an online relationship with their establishment. We explore what is the state of technology in today's hospitality world and how to use it to your restaurant's benefit.



4) POTATO POWER: Chefs embrace Culinary Customization- Everyone loves a batch of perfectly crisp French fries, but isn't it time to push potato's culinary boundaries? We explore how creative chefs are taking this routine side and spicing it up for tuber-loving diners. Say hello to tater tots, custom cut chips with dusts and dips to order, updated takes on steakhouse classic- potato skins, French fry menus that let guests choose the cut, crispness and sauce, in addition to menus featuring make-your-own mashers with mix-ins.

5) MOVE OVER MICROWAVE: A pressure cooker comeback? A staple across Europe, North Africa and South Asia, the pressure cooker is finally facing a comeback here in the U.S. While the handy cooking appliance was once a popular wedding gift, it fell out of favor with cooks intimidated by its pressure and power, fearful of explosions. But thanks to modernist cooks and a plug from cookware stores, more people are rediscovering the amazing speed with which dinner can be prepared under pressure.