



What is *Culinary Trends*? After two decades on the national culinary scene, *Culinary Trends* has been reinvented 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, I encourage you to read one of our most recent issues to become more familiar with our publication. 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,

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FALL 2010 [September/October]

Print Date: September 17, 2010

Ad Closing Date: September 3, 2010

Editorial Materials Deadline: August 13, 2010



Not Your Average Bird—Squab, pheasant, duck and quail can add diversity to a menu and offer choices for the diner who always orders chicken. Including game birds to a restaurant’s roster of fare will not only liven up the menu by introducing guests to less common meats, but chefs often become more creative from the challenge of developing dishes with proteins that are less familiar to their kitchen.

An Egg-cellent Accompaniment- Whether added as a decadent twist to comfort staples such as burgers and pizza, or used as a sophisticated touch on straightforward dishes such as grilled asparagus, eggs are more than they’re cracked up to be and chefs are taking note.

Korean Flavors- If there were an award for flavor trend of the year, Korean-influenced cuisine would win. From LA’s casual Kogi food truck to San Francisco’s sophisticated take on Korean-California fusion, chefs are introducing diners to a world of bilgogi, bimbambap and kimchi that is more approachable and creative than ever. Whether enjoying Korean barbecue-inspired dishes to-go, or in a refined dining setting, adventurous and picky eaters alike are clamoring for more than just a taste of Korea.

Chicken: Spicing Up a Safe Bet- Chefs often offer chicken on their menus to guarantee guests approachable fare while dining out. On the one hand, the simplistic character of the protein is appealing to the masses, but on the other, the uninspired nature of the dish can lead sophisticated foodies to avoid ordering poultry at restaurants. Not any more. Thanks to superior ingredients such as Jidori chicken and creative preparations such as “under brick grilling” diners are giving chicken a second look.

Oceania on the Rise— From their burgeoning wine country to thriving seafood supply, it is no surprise that the cuisines and ingredients of New Zealand, Australia and Tasmania are making a splash in today’s sea of increasingly diverse dining options. Although there are few restaurants in California and Nevada serving solely Oceanic cuisine, chefs from down under have crossed the Pacific, introducing diners on the West Coast to the finest culinary and beverage offerings from the region.

LATE FALL 2010 [November/December]

Print Date: November 12, 2010

Ad Closing Date: November 5, 2010

Editorial Materials Deadline: October 15, 2010



The Foraging Chef- Sourcing ingredients from local purveyors is a given today for most restaurants on the West Coast, but can establishments take the gathering process a step further, more closely emulating the practices of our ancestors? Yes. Welcome to the world of a foraging chef. Whether finding micro greens in a nearby patch of grass or hunting for truffles in the forests of Piedmonte, culinary professionals are filling their pantries with their own hands, proving that a walk in the park might just inspire your eatery's next hit dish.

Venturing to the Wild Side: Game Meats- Restaurants break out of their everyday meat routine by adding game meat to diners' dinner plates. Not only are venison, bison, rabbit, elk, alligator and turtle delicious alternatives to beef, they boast health benefits that are irresistible to adventurous and cautious eaters alike.

Food Allergies-Food allergies seem to be on the rise, whether chefs like it or not. Dealing with customers allergic to specific foods may be difficult, but handling the situation well often leads to highly loyal repeat customers. Learn some techniques from restaurants that pride themselves in accommodation for those with restrictive diets.

Catering Trends- With the holiday season in full swing, work functions and family gatherings are number one on everyone's social calendars. Take advantage of diner's drive to celebrate and imbibe this time of year by offering unique and customizable in-house and in-office catering services.

Grilled Cheese Goes Gourmet- Move over Kraft singles, America's beloved lunch staple is no longer just for kids. Thanks to artisanal additions such as house made fig jam, basil-lavender pesto and an assortment of gourmet cheeses, the simple sandwich has grown up into sophisticated fare, and kitchens across the West are taking note.

WINTER 2011 [January/February]

Print Date: January 14, 2011

Ad Closing Date: January 7, 2011

Materials Deadline: December 10, 2010



Rustic Grains and Starches—Quinoa, wheat berries and orzo challenge the palates of diners who are unaccustomed to less popular starches. The varying textures of these grains help chefs to experiment and devise new dishes that allow the starch to shine, both on their own and in a supporting role to a protein.

Totally Tuber! Everyone loves potatoes, but what about their other root relatives, rutabagas, turnips, parsnips, leeks and yams? Chefs are pushing these forgotten veggies into the spotlight, proving that tubers are uber for cooking.

Flavor Profile: African Dishes- From Moroccan tagines to Ethiopian injera, African dishes make their way into the mainstream of American dining and chefs are taking note. Whether serving traditional fare or contemporary fusion of African ingredients, diners are flocking to restaurants embrace this newly popular cuisine.

Chocolate Classics Redefined- Timeless desserts such as pot de crème and flourless cake are menu mainstays, but pastry chefs are transforming these retro treats into chic creations confirming that trends come and go, but chocolate is always in style.

More than Take-Out- Thanks to the rise of a new breed of restaurants, a hybrid of retail and dining, guests have the opportunity to bring home more than their meals' leftovers. Chefs are increasingly recognizing the value of offering diners the option of purchasing their establishment's signature items, whether it be the kitchen's house-made jam, unique wine offerings or outstanding quality meat at an adjoining boutique grocery or butcher shop.

SPRING 2011 [March/April]

Print Date: March 18, 2011

Ad Closing Date: March 11, 2011

Editorial Materials Deadline: February 11, 2011



Sustainable & Farmed Seasonal Seafood—Just like produce, seafood offerings should be made based on available seasonality. We'll help chefs identify the best choices during certain parts of the year and highlight restaurants that are supporting the maintenance of our oceans' fish populations.

Brunch is back—It never went away, but restaurants are increasingly offering this meal to entice the leisurely weekend diners. We'll focus on creative dishes that elevate brunch to more than omelets, French toast and bottomless mimosas.

Tea as an ingredient- Everyone knows the health gains of drinking tea, but what about the taste benefits of cooking with one of the world's most beloved beverages? From tea-smoked salmon to Chai-tea stuffing, tea on the plate is smoking!

Lamb Off the Rack- Is lamb belly the new bacon? Always a popular meat, not only for its flavor, but also nutritional value, is now not just about the rack. From lamb loin to lamb neck, cuts less frequently used have more frequently been popping up on menus. Chefs' creations include both sophisticated dishes and for a more casual vibe, (pulled lamb sandwiches). Dressed up or dressed down, the bottom line is-- lamb's delicious.

Cuisine Profile: Southeast Asian Flavors- Now that Chinese and Japanese cuisines are as common as pizza joints and coffee shops, it is finally time for Southeast Asian flavors to shine. Refined Vietnamese, Cambodian and ever-popular Thai fare are increasingly prevalent on the contemporary dining scene, familiarizing restaurant-goers to dishes such as beef pho and pumpkin curry.

SUMMER 2011 [May/June]

Print Date: May 13, 2011

Ad Closing Date: May 6, 2011

Materials Deadline: April 15, 2011



From Grub to Gourmet: Street Food- Street food such as Hawaiian Poke and Thai Satay thrive in casual eateries, but has recently found a new home in upscale establishments. Many chefs discover culinary inspiration from their international travels, and now these dishes sold from cart vendors across the world move their way into casual chic and fine-dining kitchens alike.

Chefs' Infatuation with Sriracha- Despite chefs' varying culinary backgrounds and cuisine focus, the Asian-inspired spicy chili paste is a must-have not only in their restaurant's kitchens, but also at home. From street food to gourmet creations, is sriracha the ultimate condiment?

Hungry Night Owls- More and more restaurants are giving diners an excuse to stay out into the late hours of the night by serving up gourmet bites long after most kitchens have turned off their stoves. These are the places where chefs and servers just off work mingle with hungry bar patrons, enjoying a spread of fare ranging from entrees to nibbles. Discover the most popular chef haunts in your area.

Chef's Charitable Pursuits- From kitchen incubator projects to restaurant partnerships with foundations, cooking for a cause benefits not only the recipient organizations but also an establishment's dining team. Learn how to bring your staff and culinary team together by engaging in charitable pursuits.

Tools of the Trade- Whether opening a new restaurant or looking to renovate a long-standing establishment, figuring out the best equipment and furnishings for your kitchen and dining room can be a daunting task. We ask some of California and Nevada's most experienced chefs and restaurateurs what their favorite buys are and what no restaurant should open without. Find out today's culinary professionals wish list of tools of the trade.

LATE SUMMER 2011 [July/August]

Print Date: July 15, 2011

Ad Closing Date: July 8, 2011

Materials Deadline: June 10, 2011



Yogurt: The frozen yogurt fad may be dying down, but cuisines around the world use yogurts to flavor a myriad of dishes, both savory and sweet. Many restaurants are using high quality milk from boutique dairies to create exquisite sauces, dips and desserts using yogurt. Learn how this internationally beloved dairy product can transform items on your menu from unremarkable to memorable, keeping loyal patrons interested while also attracting new guests to your establishment.

Modern Mexican- From casual roadside establishments dishing up authentic Mexican specialties to chic restaurants serving market-fresh, Mexican-inspired menus, there is no denying that California and Nevada are home to some of the country's best south-of-the border cuisine. Modern Mexican is represented by a range of mouth-watering option, from taco trucks to refined, ingredient-focused fare; proving that no matter the setting, diners want *mas Mexicana*.

Sophisticated Sandwiches- A meal between two slices of bread? You bet. Sandwiches grow up, moving away from paper bag lunches onto porcelain plates, in dining rooms across California and Nevada. Artisanal, high quality ingredients, prepared by creative chefs, has skyrocketed sandwiches to superstar status. 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.

Power to Pickling Produce- People have preserved food via pickling for thousands of years, but not until recently has the technique found widespread popularity in restaurants and households alike. Although the practice of pickling is not novel, the rise of kitchens that prepare home-made pickled produce in the past few years is a new development. Luckily for diners, chefs now offer guests a variety of pickled ingredients, from carrots to cherries to beets, wowing patrons' palates with these full-flavored garnishes.

Asian Tabletop Barbeque Heats Up- What do the cuisines of Japan, Korea, Vietnam and Cambodia have in common? Meat that boasts full-flavor, thanks to each country's unique take on barbecue. Cooking meat over fire is a technique practiced all over the world, but only recently has the popularity and prevalence of these tabletop-cooked dishes found a home in the West's dining scene.