



FOOD BEAT™, Inc.

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Menu Information, Trends and Analysis

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■ Not your mother's mayo

Aioli, described as a rich sauce of crushed garlic, egg yolks, lemon juice and olive oil is often referred to as a garlic flavored mayonnaise. A review of menu items from our group of high profile, white tablecloth Trendspotters around the country revealed these creative flavor profiles associated with aioli:

Atlantic Salmon with garlic mashed potatoes, spring vegetable ragout and chervil aioli at *Camerons* in Worthington, Ohio.

Beef Brisket Hash with poached eggs, diced potatoes and roasted sweet pepper aioli at *Canoe* in Atlanta, Georgia.

Lemon-Scallion Dungeness Crab Cakes with Indonesian wok-seared cauliflower and lemongrass aioli at *Dahlia Lounge* in Seattle, Washington.

Bolo Chicken Club Sandwich with Serrano ham, arugula and roasted tomato aioli at *Bolo* in New York.

Dungeness Carb Fritters with housemade Tabasco and basil-pesto aioli at *Firefly Bistro* in Pasadena, California.

Lentil Salad with roasted red and yellow peppers, walnut crusted goat cheese and basil aioli at *Kinthead's* in Washington, D.C.

House-cured Hickory-smoked County Ham with local field pea salad, grilled sourdough crostini and mint aioli at *Magnolia Grill* in Durham, North Carolina.

Grilled Chicken Sandwich with eggplant, goat cheese, caper aioli and Idaho fries at *Mel's Restaurant and Bar* in Denver, Colorado.

Baby Octopus grilled over hardwood charcoal and served with grilled frisee and saffron aioli at *MK* in Chicago.

Maine Crab Cakes with chipotle aioli, arugula salad and molasses vinaigrette at *Mustards Grill* in Yountville, California.

Hand-cut Fries with whole grain mustard aioli at *Paley's Place* in Portland, Oregon.

Ahi Tuna seared rare with sautéed spinach, roasted tomato-olive aioli and a lemon wedge at *Prairie Grass Cafe* in Northbrook, Illinois.

Carpaccio with dijon and cracked pepper aioli at *Strings* in Denver, Colorado.

■ What's in a name

Bourbon Street – A 12 oz. New York strip marinated in bourbon and brown sugar. Served with a baked potato and choice of soup or salad – Steak & Ale

Meatloaf & Mashers – Made-from-scratch with sirloin and pork, sundried tomatoes, mushrooms and seasonings. Served with white Cheddar twice-baked mashers, seasonal vegetables and choice of stout tomato or brown ale mushroom sauce – Rock Bottom Brewery

■ The secret's in the sauce

A review of menus from 200 of the nation's largest restaurant chains in the 1st half 2005 revealed that one out of every three chains uses the descriptor signature somewhere on the menu to communicate a distinction. Many use sauces and dressings to "signature" menu offerings as the following illustrate.

Choice of Dressings – Arby's signature dressings: raspberry vinaigrette, Santa Fe ranch, butter-milk ranch or lite buttermilk ranch

Add-on Signature Sauce – Add a signature sauce to any meal or appetizer. Signature sauces include: teriyaki, sweet BBQ, smoky southwestern, mild, medium, spicy garlic, Caribbean jerk, Thai, hot BBQ, hot, wild, and blazin'. A side of honey mustard sauce also available upon request – Buffalo Wild Wings Grill & Bar

Choice of Signature Sauces – Each entrée is paired with a variety of homemade dipping sauces: Gorgonzola port, lemon pepper, Louisiana hot sauce, ginger plum, teriyaki glaze, sherried au poivre, spicy cocktail, basil pesto, curry, creamy horseradish, garlic dijon mustard and green goddess – The Melting Pot

Choice of Salad Dressing – Choose from any of O'Charley's signature salad dressings: honey mustard, honey dijon, bleu cheese, golden Italian, ranch, thousand island, oil and vinegar, balsamic vinaigrette

Choice of Signature Sauces – Choice of Original, Carolina Honeys, Blue Ridge Smokies, Tony Roma's Red Hots or Nada Carb – Tony Roma's