



MINIATUR CULINARY NEWS



"The use of top quality products and technical knowledge to prepare them properly are taken for granted."

Ferran Adrià,
El Bulli's Philosophy

February, 2010

Volume 6, Issue 1

Flavor Trend

Sweet Heat

American diners' longstanding love of sweets and their more recently found love of hot and spicy flavors are beginning to merge. The combination of piquant tastes, with sweet ingredients is becoming more noticeable in all areas of foodservice and food marketing. Recent new product rollouts run the gamut from indulgence to ordinary snack foods. Lindt, the Swiss Chocolate house, recently introduced its "Excellence Chili Bar", combining Lindt's finest aromatic dark chocolate with the well balanced spice of premium red chili. One of the most successful new products for Frito Lay in recent years has been Doritos® Spicy Sweet Chili Flavored Tortilla Chips.

Most of us have traditionally liked heat in our savory dishes with sweet sensations reserved for dessert. So why are we now attracted to this new pairing? In its simplest, it's balancing pain with pleasure. The taste of piquant ingredients isn't actually a taste sensation the way salty, sweet, sour and bitter are. Rather, it's a chemical irritant. Sweetness produces a universally (cont'd on page 2)



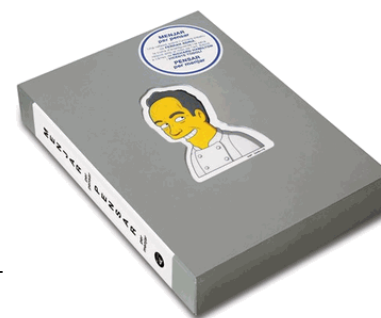
Sweet Chili Chicken Sandwich

Take A Look !
Miniatur recently launched an improved website:
www.miniatur.com

Hot Print

Food for Thought, Thought for Food

Among the tidal wave of articles, books and documentaries on Ferran Adrià, arguably our generation's most creative chef, is *Food for Thought, Thought for Food*. This recent release is the work of pop artist Richard Hamilton and Vincent Todoli, director of the Tate Modern London. Given the editors of this tome, its not surprising that the book centers on the question of when and how cuisine can be art.



The book explores the participation of Adrià, and his restaurant El Bulli, in Documenta 12, the 2007 meeting of the most prominent modern art exposition in Europe. Over the run of the show, each day two participants would be sent from the confab in Kassel, Germany to El Bulli in Cataluña to dine on a special menu created specifically for the occasion. The emotional and intellectual reactions to this cutting edge cuisine by representatives of the modern art world are documented in this book. It's insightful reading into the relationship between cuisine and art.

Beyond the exploration of the concept of food as art, this book will be of interest to culinarians as a reference of Ferran Adrià's body of work. The 36-course menu served to the artists is beautifully photographed and described in detail. In way of background on Ferran Adria and his cuisine, the book also catalogues 1,461 dishes created at El Bulli between 1987 and 2006, each with a photo and brief description. Another section of the book focuses on 12 dishes that are pillars of El Bulli's cuisine. Most of these creations blend food science and sensory impact for maximum effect. These features are fascinating to any chef or culinarian because they demonstrate the progression of Adrià's work from recognizable Mediterranean cuisine to technical marvels of sensation and flavor.

After reading *Food for Thought, Thought for Food*, most chefs will ask themselves when, if ever, has their cuisine evoked an emotional response approaching those displayed in this book.

From the Culinary Center

Sweet Chili Chicken Sandwich

- | | | |
|--------|---------|--------------------------------------|
| 2 lbs. | 1 kg. | Miniat Pulled Barbecued Chicken 4551 |
| 1 c. | 250 ml. | Thai Sweet Chili Sauce |
| 8 ea. | | French rolls |
| 2c. | 250 ml. | Shredded lettuce |
| 4 ea. | | Tomatoes, sliced |
| 1 ea. | | Green bell pepper, thinly sliced |
| 1 ea. | | Cucumber, thinly sliced |

1. Shred the chicken and combine with chili sauce.
2. Heat the chicken mixture in the microwave.
3. Split the rolls and dress the bottom half with lettuce, tomato, cucumber and bell pepper.
4. Add 5 oz. of hot chicken mixture. Close the sandwich
5. Serve immediately.

Serves 8

Sweet Heat—cont'd

positive response in humans as the sensory marker of concentrated carbohydrate. So, perhaps the reason that the sweet/hot taste combination is growing is that as we push our tolerance for pain with ever spicier ingredients, the more we need a pleasurable counter sensation. This parallels the way we balance bitter flavors like chocolate and coffee with sweetness for a greater sensory experience.

Traditionally this sweet/hot combination is more common in cuisines that

have highly seasoned flavor profiles. South-east Asian cuisines often use sweet ingredients and sauces as a counter

point to the fire of chiles and spices. Thai sweet chile sauce, Vietnamese-style Sriracha, Korean Ssamjang and Filipino banana ketchup are all examples.

So why not try sweetening up your spicy dishes or spicing up your favorite desserts? Tabasco ice cream anyone? Better still, how about a sweet chili chicken sandwich?

How Sweet It Is!

US Sweetener Consumption

Pounds* per Capita 2008

Refined Sugar	65.8
HFCS	55.2
Glucose	13.4
Dextrose	2.8
Honey	1.0

*Dry equivalent
Source: USDA

Chain Watch



In the expanding trend to cater to masculine sensibilities in the chain restaurant world initiated by concepts like Hooters, there is a new player. Brick House Tavern and Tap currently has a half dozen stores spread across the country with several more slated to open this year. The concept is based on a large selection of beers and “man food” served in a casual bachelor pad setting by an attractive female wait staff.

Rather than playing on strictly sex appeal as many of its competitors do, Brick House also focuses on the creature comforts that satisfy male customers. The restaurant setting is an interesting combination of industrial site minimalism and family room comfort. Cement floors and exposed structural materials play against a roaring central fireplace, sofas, recliners and flat screen TVs. The part of Brick House’s dining room that can be reserved for private parties is aptly named the “man cave”.



The menu repeats the masculine industrial vibe with creative testosterone-fueled cuisine.

Familiar menu choices each have an interesting twist or nuance to make them fresh and interesting. Appetizers include spicy deviled eggs, soft pretzels and sliders. Sandwiches range from the “double wide sloppy joe” and “big boy prime rib sandwich” to the “hooked up big fish sandwich”. Burgers are in the form of an oval patty served on French bread with sizes as large as one pound.

Meat and potato focused main courses include baby back ribs, “old school chopped steak” and drunken pork chops. Food is presented on industrial stainless and galvanized steel serving pieces reminiscent of a shop class project.



As stated in its motto, “dispensing happiness to the common man,” Brick House Tavern and Tap has tailored its operation to appeal to male patrons. Judging by the number of female patrons seen on a recent visit, women like it too.