



Globetrotting fries

9 “We are about upscale global cuisine,” says Francesco Roccato, director of culinary arts at the InterContinental Montelucia Resort & Spa in Scottsdale, Arizona. “But I wanted to present fun food at the pool.”

For the poolside Kasbah Bar, he created a dozen variations on French fries, spiced up with an array of flavors and ideas from around the world “so it’s not boring food.” From Roccato’s native northern Italy, Idaho potatoes get drizzled with white Alba truffle oil and flakes of Parmigiano Reggiano. From Spain, piquillo peppered fries are served with aioli. And, for dessert, unsalted fries get dipped into chocolate fondue. Most people share a trio for \$18.

“It’s a fresh take away from burgers-and-fries, a topic of conversation for guests and definitely a marketing tool,” Roccato adds.

12 Restaurant roommates

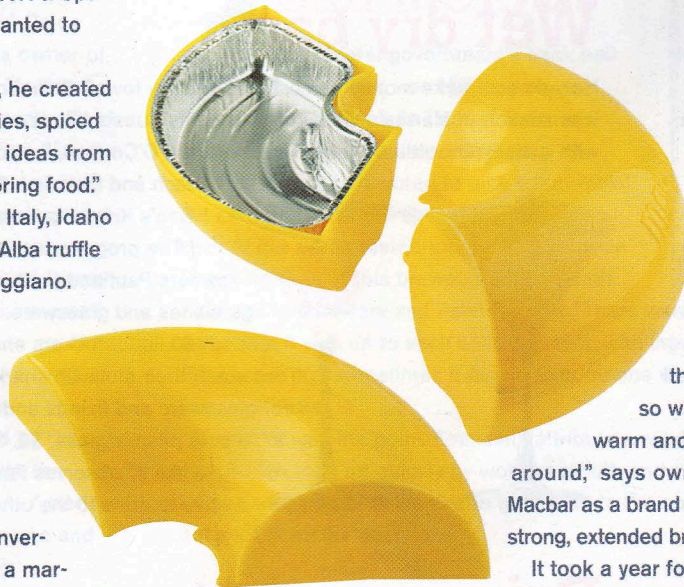
An ambitious chef might be willing to share a parking lot or a party wall with a neighborhood bar, but a kitchen? That’s exactly what Matt Gordon of Urban Solace in San Diego does, with True North Tavern.

Flash back two years, when the owners of both establishments were buying and refurbishing contiguous properties. “They approached me and asked if I’d be interested in doing their food,” says Gordon, “but by the time they got through the permit process, we’d become too popular to tie up our line with more production.” So Gordon annexed some of True North’s kitchen space where he prepares a simple menu of appetizers, salads and sandwiches. It’s win-win: Urban Solace gets a weekly influx of cash from True North, and the bar gets a better caliber of food.

10 Teens brew up a business

Pam Chmiel operated Klatch, a popular coffee bar in downtown New York City, for six years until she was forced to close in 2009 after profits fell 25 percent. Instead of lamenting the loss, she turned her lessons learned into a hands-on Teen Entrepreneur Boot Camp last summer, charging \$650 for two weeks. During each session, 12 15- and 16-year olds plan and launch an espresso bar, doing everything from researching the competition and naming the concept, to creating a logo, designing the store layout, making equipment lists and developing a business plan. Chmiel brought in a business consultant, architect, accountant, marketing pro and other experts to lead each module. On the last two days, the coffee bar opened to the public in a donated storefront.

“As the mother of teens, I feel passionate about helping this age group develop an entrepreneurial mindset,” explains Chmiel. “The campers became innovative thinkers, resourceful and proactive. Most of all, the store opening took them past the fear of entrepreneurship.”



11 Using your noodle

Macbar, a tiny eatery in New York City’s Soho neighborhood, offers a menu of 12 macaroni-and-cheese variations—and that’s it. “We’re basically a take-away place, so we needed packaging to keep the food warm and stable. Mac and cheese shouldn’t slide around,” says owner Mark Amadei. He also conceived Macbar as a brand and wanted his food containers to make a strong, extended brand statement.

It took a year for designer Ran Lerner to develop the perfect packaging—a taxicab yellow, pasta-shaped, heat-resistant plastic container that is reusable and recognizable. “We were dealing with people in China and the U.S., plus many types of molds and materials,” says Amadei. “And I wanted to keep the price under a dollar.” Mission accomplished!

