





Concept

NO ONE KNOWS CUISINE BETTER THAN *FOOD AND WINE Magazine*, which is precisely why the publication will open a one-of-a-kind establishment. The concept is simple: one Manhattan restaurant and twelve renowned chefs. Each chef has a different cuisine. Each culinary star will have a one-month engagement to showcase their talent. With each new chef comes a new menu and a new dining experience parallel to none. Although, every reservation will be unique, the food and wine will always be exquisite.



Name & Logo

THE RESTAURANT WILL BE CALLED EST. THE NAME is the abbreviation of “established” which is conventionally followed by a year. However, in this case, the abbreviation is followed by nothing in reference to the restaurant’s continual transformation.



THE 12 CIRCLES IN THE LOGO REPRESENT THE YEAR of chefs. Each month, moving clockwise, the next circle and the word “Est” will change colors.



Colors

THE COLOR COMBINATIONS FOR EACH CHEF HAVE BEEN CHOSEN based on their cuisine and distinctive personality traits. These colors will be used for monthly logo alterations, menus, interior modifications and collateral.



01

John
Besh

Cajun



02

Mario
Batali

Italian



03

Ferran
Adrià

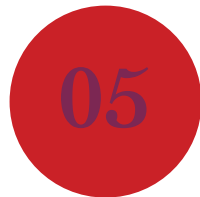
Molecular Gastronomy



04

Cat
Cora

Greek



05

Hung
Huynh

Vietnamese



06

Manju
Mahli

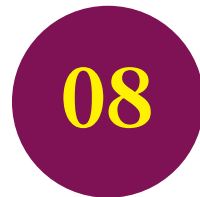
Indian



07

Douglas
Rodríguez

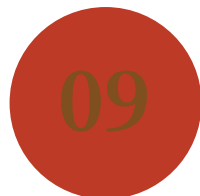
Latin



08

Rocco
DiSpirito

Fusion



09

Casey
Thompson

Southern



10

Tom
Colicchio

Seafood



11

April
Bloomfield

British



12

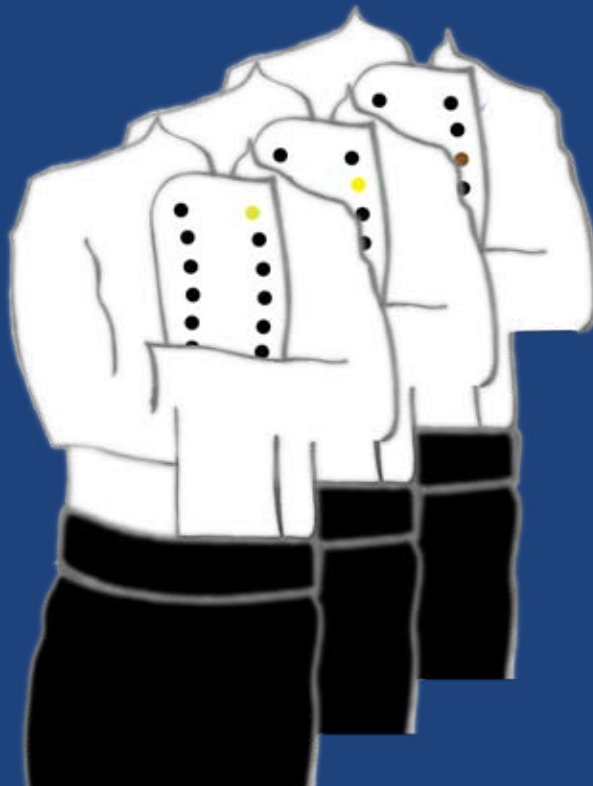
Anthony
Bourdain

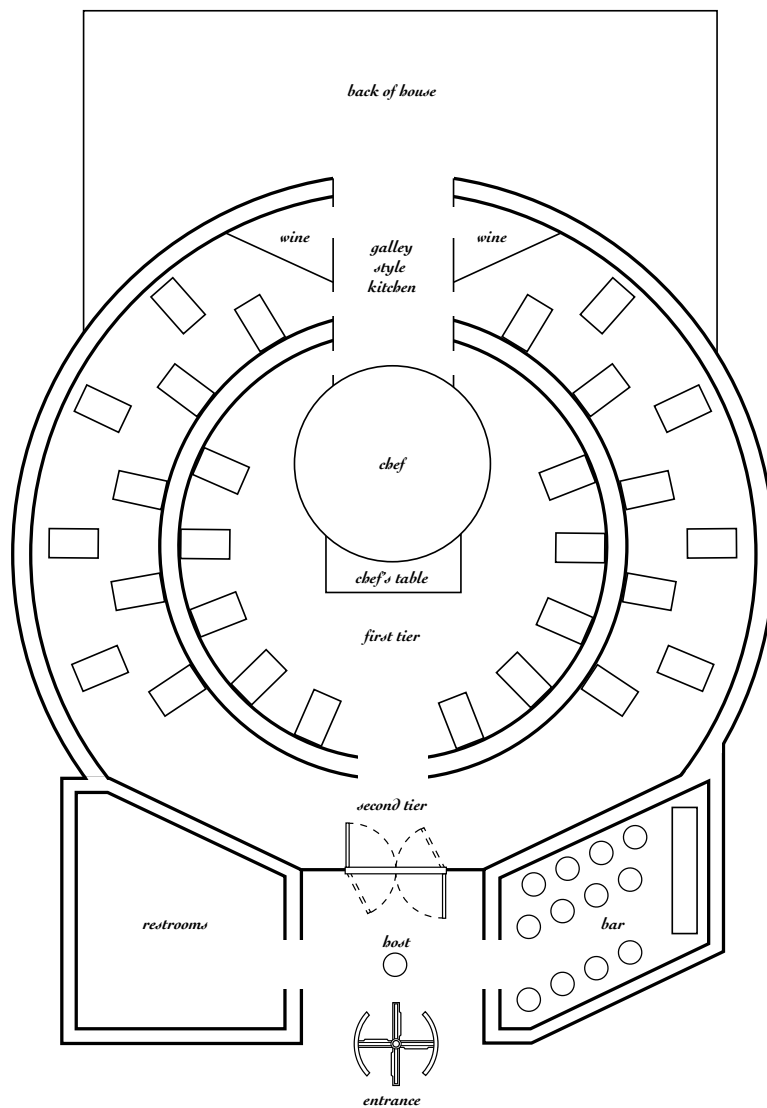
French



Uniforms & Floorplan

THE WAIT STAFF WILL WEAR UNIFORMS ADORNED WITH 12 BUTTONS.
The color of the buttons will change with each new chef.

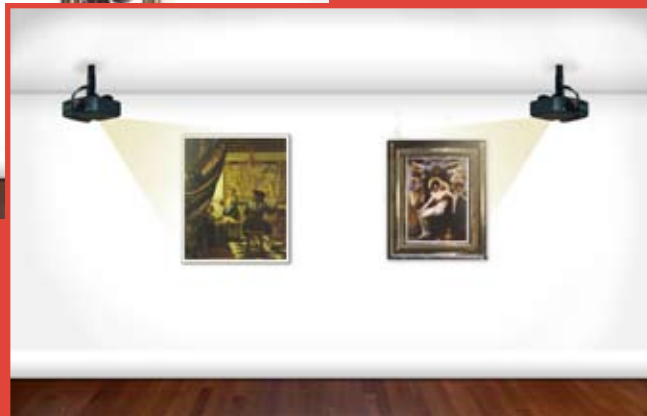
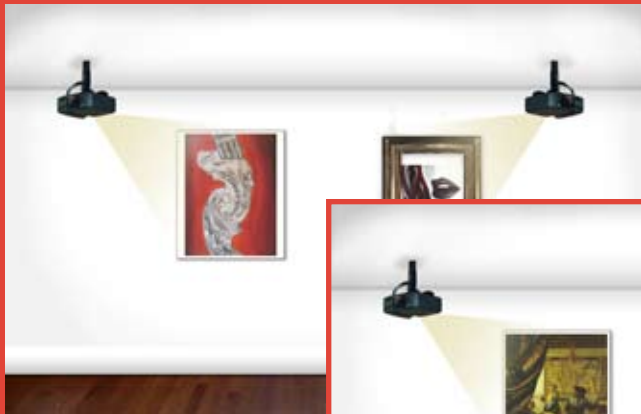




TO REFLECT THE MAGAZINE'S COMMITMENT TO EDUCATING readers in the culinary arts, the floor plan for *est* is kitchen centric. This will allow guests to watch their meal being prepared. The galley style kitchen and concealed back of house will contain the prep work and most of the cooking - so the celebrity chef can focus on the final touches.



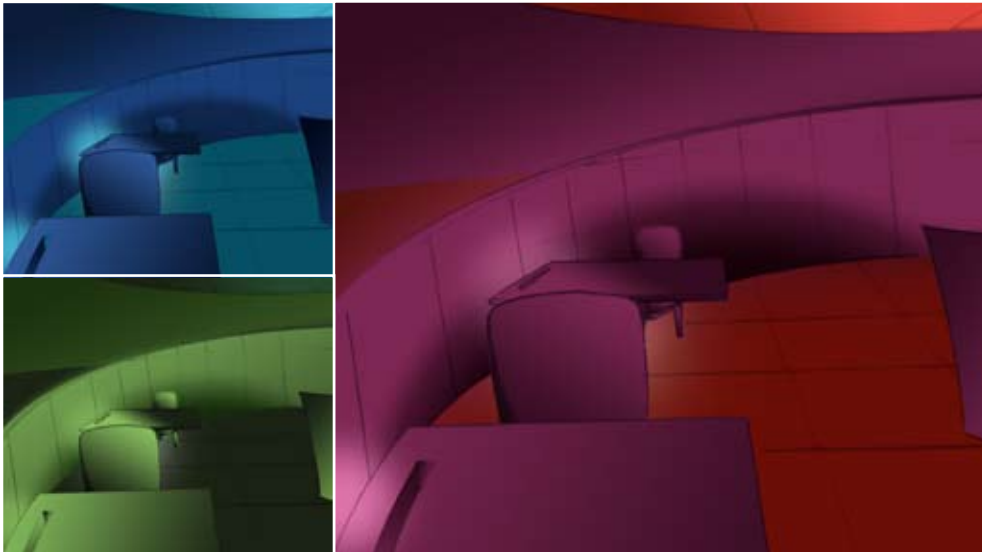
THE ARTWORK IN THE RESTAURANT WILL CHANGE AS WELL. By projecting images onto blank canvases and empty frames, the wall décor will be altered each month to compliment the personality of the chef and his cuisine.





Inspiration photos

THE INSIDE OF THE RESTAURANT IS WHERE THE MOST transformation will take place. For this purpose, the walls, floors and tables will be white. Colored lighting will be used to change the look and feel of the interior.

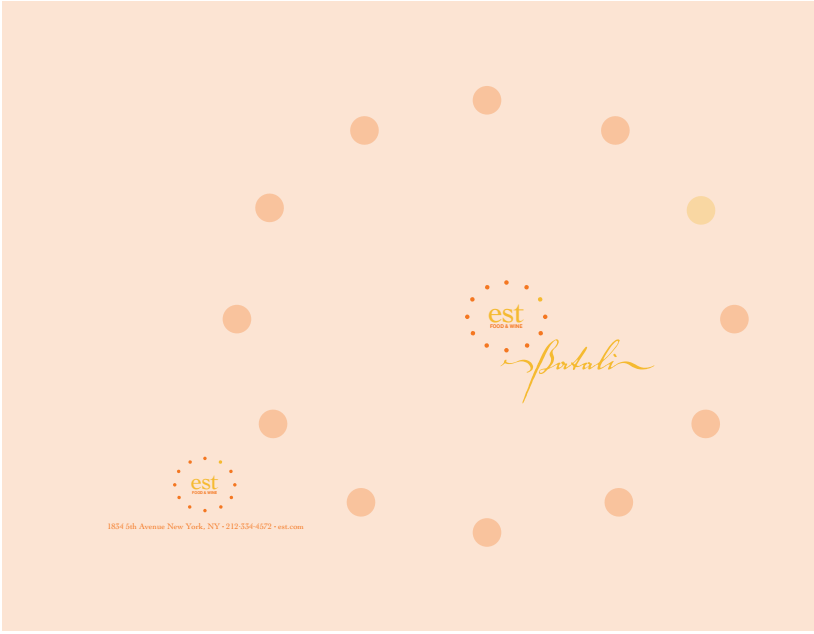


AS GUESTS MAY WISH TO REFERENCE THE EXTENSIVE MENU and wine list throughout their meal, the tables will have built-in pockets for these items. The space allows the books to be accessible without being in the way.



THE MENUS AT EST WILL BE MORE INFORMATIONAL THAN those of most restaurants. Including the handwritten items, everything will have a personal touch. Each chef will write a short note to guests about their background and their aspirations for the evening's meal. Additionally, they will highlight a dish or an ingredient that he feels is special.





1834 6th Avenue New York, NY • 212-534-6372 • est.com

Antipasti

- Snipped Herb & Lettuce Salad With Bellini Citronette 15
- Roasted Autumn Vegetables With Truffled Hazelnuts 21
- Artichokes Due With Preserved Anchovy & Perilla 18
- Cauliflower Sformato With Poached Lobster, Pressed Melon & Amaranth 25
- Yellowfin & Tail Sausi With Red Grapes, Horseradish & Sunflower 23

Primi

- Sheep's Milk Ricotta Nudi With Pumpkin Passato & Tellicherry 25
- Red Fife Pappardelle Mezza With Roasted Broccoli & Bottarga Di Muggine 25
- Spaghetti With Dungeness Crab, Sliced Jalapeno & Minced Scallion 27
- Stracchiotte With Frutti Di Mare Alla Marinara 26
- Del Posto Agnolotti Dal Pin With Parmigiano-Reggiano & Black Truffle Butter 35
- Orecchiette With Lamb Neck Sausage & Romanesco Cauliflower 24

Secondi

I had already finished college with a double major in Spanish literature and Economics and, with degrees in hand, decided I wanted nothing to do with either. So I thought that being a chef was a more exciting career. I worked at Le Cordon Bleu in London, only to realize one in ten days. However, what a little cooking and about three more years of cooking in Italy, I was certain this is what I'd do with my life.

I've had the great fortune of opening seven restaurants in New York and Las Vegas in addition to working with the Food Network on both from Chef America and Italia Mania. To me, networking on both has been the greatest pleasure, and I've been able to do that for many years and hopefully for many years to come.

Patali

Marie Perle won Baldo Ricciarini's Esclusivo, Esquis, Esco, Otto Esclusivo Esclusivo, Casa Home Bar, Aurora, Del Post in New York and Best Restaurant in Las Vegas, Nevada.

Awarded:
 "Best New Restaurant of 1989" from the James Beard Foundation for Baldo Ricciarini's Esclusivo, "Man of the Year" in Q&A, Best restaurant in 1989, D'Armenian Cuisine "Who's Who of Food & Beverage in America in 2002", "Best Chef, New York City" from the James Beard Foundation in 2002, "Best Chef, Cuisine Outstanding Chef Award" from the James Beard Foundation in 2005 (national award).

- Rare Tuna With Bresaola, Preserved Ventresca And Pumpkin Caponatina 35
- Seared Duck Breast, Apician Spices, Savor Alla Franceseana & Louage 31

USING BLUE TOOTH TECHNOLOGY, PEDESTRIANS will be sent a brief text when passing the sign.

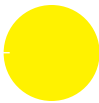




IN THE BAR AREA, EST WILL USE MICROSOFT SURFACE. THIS tabletop surface will allow guests to electronically order, split checks, search movie times and other convenient functions at the wave of a hand.

DISPLAYS IN HIGH-END GROCERY STORES WILL contain recipe cards and all ingredients needed to create the card's featured dish. The recipe will change monthly to highlight Est's current chef.





Recipe Cards



TO PROMOTE EST'S EXPERTISE IN WINE AND to help guests in their own pairings, the restaurant will develop wine tags. They will be placed on bottles in fine wine shops.





Wine Shops



DISPLAYS IN BOOKSTORES WILL INCLUDE BRANDED bookmarks and the cookbooks of Est chefs.



Bookmarks

“Food
is our
common
ground,
a
universal
experience.”
—James Beard

est
eat, share, taste

Cooking Measurement Equivalents

1 tablespoon (tbsp) = 3 teaspoons (tsp)
1/16 cup = 1 tablespoon
1/8 cup = 2 tablespoons
1/6 cup = 2 tablespoons + 2 teaspoons
1/4 cup = 4 tablespoons
1/3 cup = 5 tablespoons + 1 teaspoon
3/8 cup = 6 tablespoons
1/2 cup = 8 tablespoons
2/3 cup = 10 tablespoons + 2 teaspoons
3/4 cup = 12 tablespoons
1 cup = 48 teaspoons
1 cup = 16 tablespoons
8 fluid ounces (fl oz) = 1 cup
1 pint (pt) = 2 cups
1 quart (qt) = 2 pints
4 cups = 1 quart
1 gallon (gal) = 4 quarts
16 ounces (oz) = 1 pound (lb)

U.S. - Metric Cooking Conversions

1/5 teaspoon = 1 milliliter
1 teaspoon = 5 ml
1 tablespoon = 15 ml
1 fluid oz = 30 ml
1/5 cup = 47 ml
1 cup = 237 ml
2 cups (1 pint) = 473 ml
4 cups (1 quart) = 950 ml
4 quarts (1 gal) = 3.8 liters

JANUARY
John Besh

FEBRUARY
Mario Batali

MARCH
Ferran Adrià

APRIL
Cot Coker

MAY
Hung Huynh

JUNE
Manoj Mahi

JULY
Douglas Rodriguez

AUGUST
Rocco Di Spirito

SEPTEMBER
Casey Thompson

OCTOBER
Tom Colicchio

NOVEMBER
April Bloomfield

DECEMBER
Anthony Bourdain

NEW YORK SUBWAY POSTERS WILL BE
displayed in monthly order.

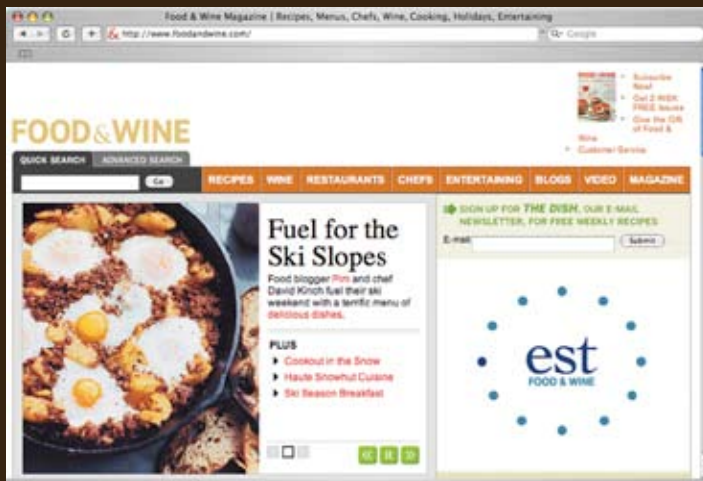




Subway Posters



THE AD WILL CONTINUOUSLY SCROLL ON THE side of culinary and travel websites.



Every month	a new chef,
a new cuisine,	a new experience.
Every meal	exquisite.



THE WEBSITE IS YET ANOTHER DESTINATION FOR GUESTS TO LEARN ABOUT these celebrity chefs in a more personal way. Upon entering the page, guests can choose one of the circles in the logo and the site will load that month's biography. In addition to in-depth information, each chef will have a playlist that can be heard as guests peruse the page.



Andrew Diperi
AD

Katy Graham
CW

Sara Hanks
D

