



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
 Phone: (212) 533-5300 - Fax: (212) 533-3659
 www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at info@cb3manhattan.org to find block associations. This must be done promptly so that there is sufficient time to meet with residents if necessary.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: 10/29/13

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Type of license: OP Liquor Is location currently licensed? Yes No

If alteration, describe nature of alteration: _____

Previous or current use of the location: Jazz Club

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 178 Stanton Street, New York NY

Cross streets: Clinton + Arden

Name of applicant and all principals: CREATIVE RESTAURANT CONCEPTS LLC

Chef Erik Blumberg + Jamie Keyte

Trade name (DBA): To Be Determined

PREMISE:

Type of building and number of floors: Stand alone w/ Apts Above premise
Premise on 1st Floor + Basement

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) Yes No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate of occupancy for back or side yard intended for commercial use? Yes No

Indoor Certificate of Occupancy 74 Outdoor Certificate of Occupancy N/A
(fill in maximum NUMBER of people permitted)

Do you plan to apply for Public Assembly permit? Yes No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): _____

Is this premise wheel chair accessible? Yes No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?
Restaurant

Will any other business besides food or alcohol service be conducted at premise? Yes No
If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space)
Mon - Wed 4:30pm - 2am; Thurs & Fri 4:30pm - 4am;
Sat 11am - 4am; Sun 11am - 2am

Number of tables? _____ Number of seats at tables? _____

How many stand-up bars/ bar seats are located on the premise? 1 stand up bar upstairs 10 stools
(A stand up bar is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): 19 ft long L shaped 1st floor

Any food counters? Yes No If Yes, describe: _____

Does premise have a full kitchen? Yes No?

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu

What are the hours kitchen will be open? During all hours of operation

Will a manager or principal always be on site? Yes No If yes, which? _____

How many employees will there be? 15

Do you have or plan to install French doors accordion doors or windows? NO

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

Will there be TVs/monitors? Yes No (If Yes, how many?) _____

Will premise have music? Yes No

If Yes, what type of music? Live musician DJ Juke box Tapes/CDs/iPod

If other type, please describe _____

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: 1 Pod w sound proofing already installed

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? NO

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans.

Will there be security personnel? Yes No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: _____

Address: _____ Community Board # _____

Dates of operation: _____

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business _____

Has any principal had SLA reports or action within the past 3 years? Yes No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? 4

How many licensed establishments are within 500 feet? 11

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

How many On-Premise (OP) liquor licenses are within 500 feet? 8

Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship. 180 Stanton → Stanton Street Shul Synagogue

COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. Contact the CB 3 office at info@cb3manhattan.org to find block and tenant associations. **Please attach proof (copies of letters or email and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.**

Please use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).



bars near 178 Stanton St, New York, NY 10002

A. **Cocoa Bar**
 21 Clinton St, New York, NY
 (212) 677-7417
 4.2 ★★★★★ 16 reviews \$

192 ft.

C. **Donnybrook**
 35 Clinton St, New York, NY
 (212) 228-7733
 3.8 ★★★★★ 36 reviews \$\$

195 ft.

E. **Schiller's Liquor Bar**
 131 Rivington St, New York, NY
 (212) 260-4555
 3.8 ★★★★★ 962 reviews \$\$

G. **Idle Hands**
 25 Avenue B, New York, NY
 (917) 338-7090
 3.9 ★★★★★ 49 reviews \$\$

I. **The Suffolk Bar**
 107 Suffolk St, New York, NY
 (212) 982-5008
 2 reviews

B. **Barramundi Bar**
 67 Clinton St, New York, NY
 (212) 529-6999
 3.7 ★★★★★ 49 reviews \$\$

444 ft.

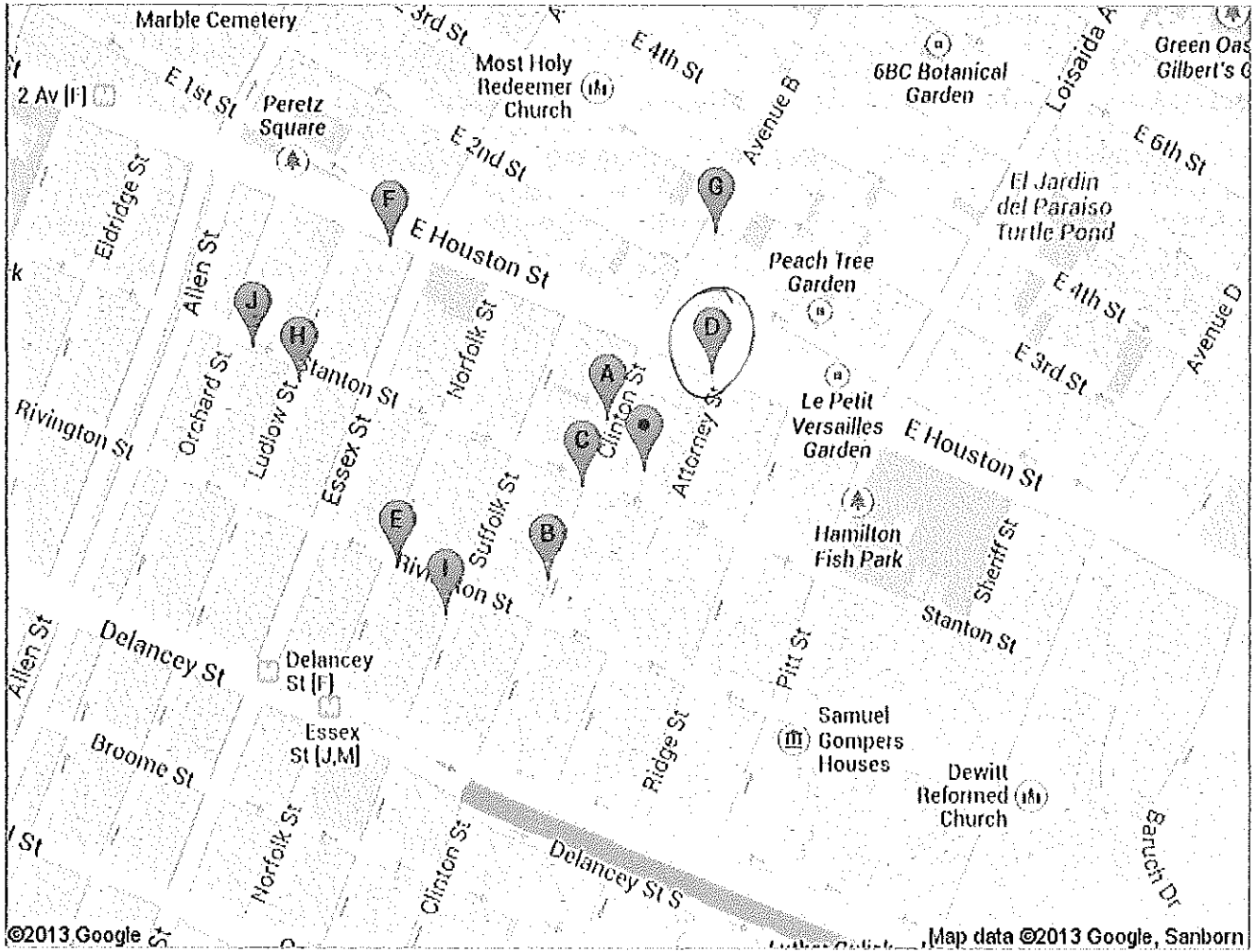
D. **Parkside Lounge**
 317 E Houston St, New York, NY
 (212) 673-6270
 3.8 ★★★★★ 46 reviews \$

362 ft.

F. **Mercury Lounge**
 217 E Houston St, New York, NY
 (212) 260-4700
 3.6 ★★★★★ 199 reviews \$\$

H. **Pianos**
 158 Ludlow St, New York, NY
 (212) 505-3733
 3.6 ★★★★★ 322 reviews \$

J. **Arlene's Grocery**
 95 Stanton St, New York, NY
 (212) 358-1633
 3.5 ★★★★★ 270 reviews \$\$





bars near 178 Stanton St, New York, NY 10002

A. Kelly's Sports Bar

12 Avenue A, New York, NY
(212) 388-1464

3.4 ★★★★★ 13 reviews \$\$

C. El Maguey Y La Tuna

321 E Houston St, New York, NY
(212) 473-3919

4.0 ★★★★★ 56 reviews \$\$

389 ft

E. St. Jerome's

155 Rivington St, Manhattan, NY
(212) 533-1810

3.7 ★★★★★ 18 reviews \$\$

G. Croxley's Ales

28 Avenue B, New York, NY
(212) 253-6140

3.6 ★★★★★ 169 reviews \$\$

I. No Fun

161 Ludlow St, New York, NY
(212) 477-1616

3.2 ★★★★★ 17 reviews \$

B. Billy Hurricane's

25 Avenue B, New York, NY
(646) 692-6216

3.4 ★★★★★ 35 reviews \$\$

D. Culturefix

9 Clinton St, New York, NY
(646) 863-7171

4.2 ★★★★★ 25 reviews \$\$

290 ft. TW

F. Temple of Ankh

58 Clinton St, New York, NY
(212) 260-5830

3.7 ★★★★★ 33 reviews

358 ft RW

H. The Delancey

168 Delancey St, New York, NY
(212) 254-9920

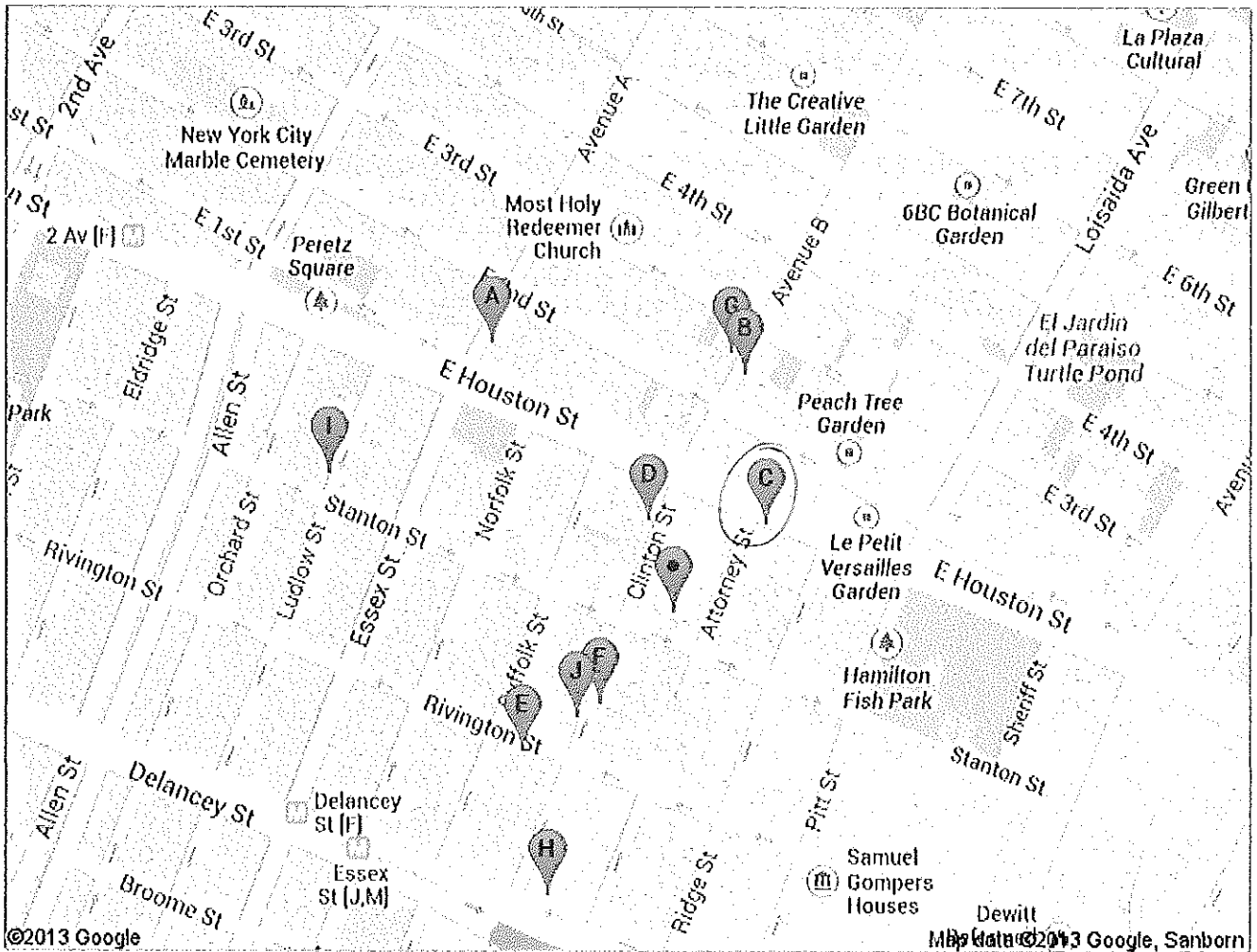
3.5 ★★★★★ 196 reviews \$\$

J. 2nd Floor on Clinton

67 Clinton St, New York, NY
(212) 529-6900

4.0 ★★★★★ 5 reviews \$\$

435 ft. Barremond.





restaurants near 178 Stanton St, New York, NY 10002

A. Clinton St. Baking Company 333 ft.
4 Clinton St, New York, NY
(646) 602-6263
3.9 ★★★★★ 1038 reviews \$\$

B. Tapeo 29 163 ft.
29 Clinton St, New York, NY
(212) 979-0002
4.0 ★★★★★ 31 reviews \$\$

C. wd~50 302 ft.
50 Clinton St, New York, NY
(212) 477-2900
4.2 ★★★★★ 1264 reviews \$\$\$

D. Azul Bistro 423 ft. RW
152 Stanton St, New York, NY
(646) 602-2004
4.0 ★★★★★ 204 reviews \$\$

E. Yunnan Kitchen
79 Clinton St, New York, NY
(212) 253-2527
4.1 ★★★★★ 36 reviews \$\$\$

F. El Maguey Y La Tuna 389 ft. Already reported
321 E Houston St, New York, NY
(212) 473-3919
4.0 ★★★★★ 56 reviews \$\$

G. Fatta Cuckoo 416 ft.
63 Clinton St, Manhattan, NY
(212) 353-0570
3.9 ★★★★★ 27 reviews \$\$

H. Divine Dish 249 ft.
196 Stanton St, Manhattan, NY
(352) 870-7412
1 review \$

↓ SAME address

J. Cube Sushi 416 ft.
63 Clinton St, New York, NY
(212) 777-2718
4.0 ★★★★★ 17 reviews \$\$\$

I. Katz's Delicatessen
205 E Houston St, New York, NY
(212) 254-2246
3.6 ★★★★★ 4986 reviews \$\$





restaurants near 178 Stanton St, New York, NY 10002

A. **Beauty & Essex**
146 Essex St, New York, NY
(212) 614-0146
4.3 ★★★★★ 476 reviews \$\$\$

B. **San Marzano**
71 Clinton St, New York, NY
(212) 228-5060
4.2 ★★★★★ 49 reviews \$\$

C. **Remedy Diner**
245 E Houston St, New York, NY
(212) 677-5110
3.5 ★★★★★ 40 reviews \$\$

D. **Izakaya DodomPa** 481 ft.
71 Clinton St, Manhattan, NY
(212) 533-4781
1 review \$

E. **Pig and Khao** 444 ft.
68 Clinton St, New York, NY
(212) 920-4485
4.0 ★★★★★ 20 reviews \$\$\$

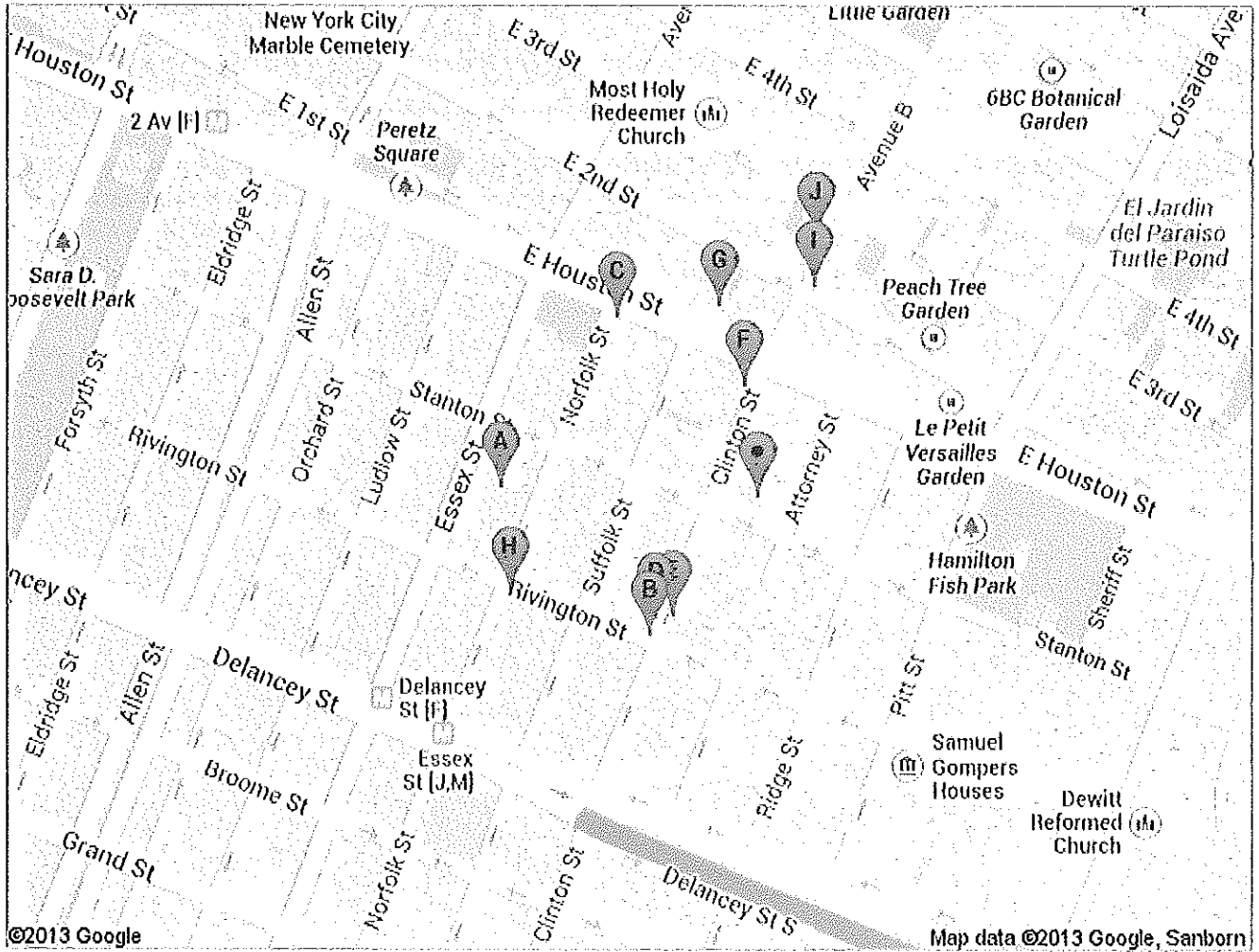
F. **Pause Cafe** 340 ft.
3 Clinton St, New York, NY
(212) 677-5415
4.1 ★★★★★ 18 reviews \$

G. **SUBWAY® Restaurants**
250 E Houston St, New York, NY
(212) 253-8670
1 review \$\$

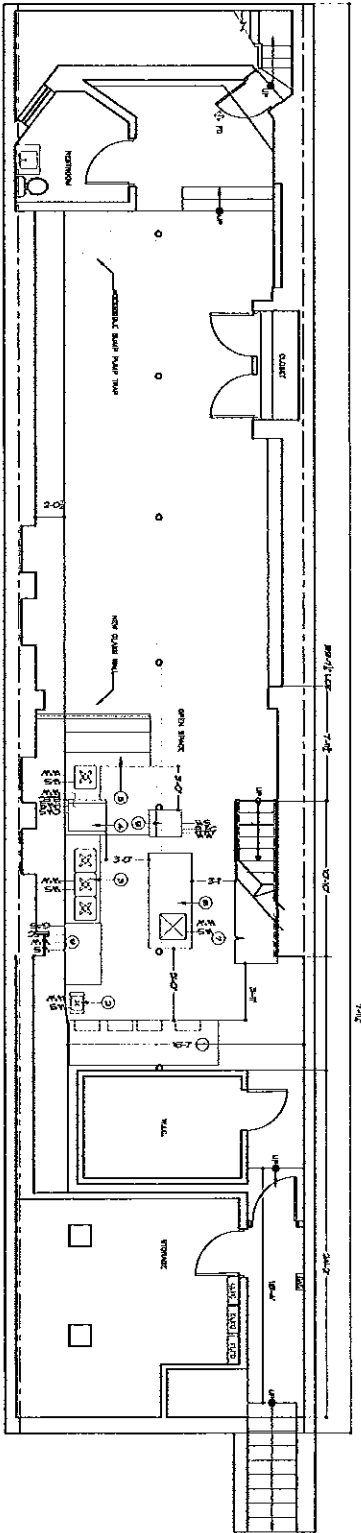
H. **Schiller's Liquor Bar**
131 Rivington St, New York, NY
(212) 260-4555
3.8 ★★★★★ 962 reviews \$\$

I. **Cornerstone Cafe**
17 Avenue B, New York, NY
(212) 228-1260
4.0 ★★★★★ 32 reviews \$\$

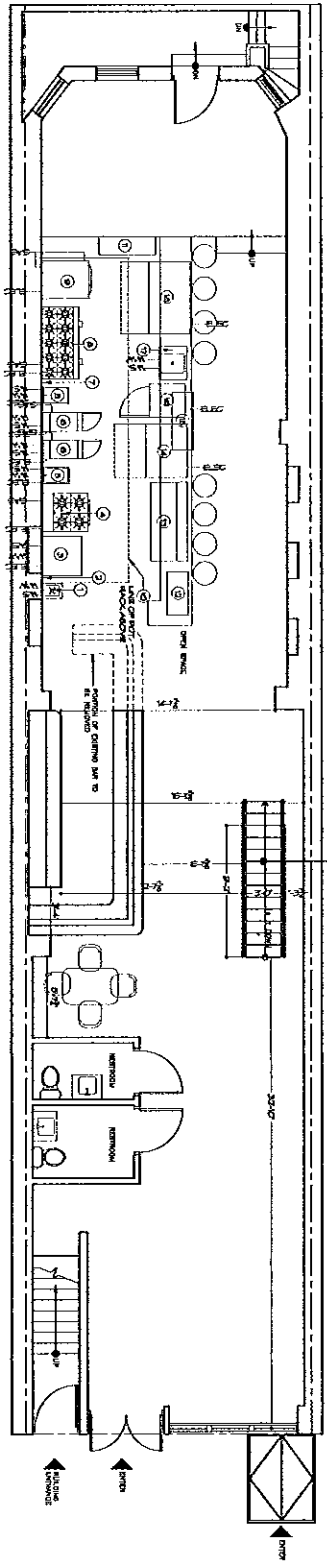
J. **Croxley's Ales**
28 Avenue B, New York, NY
(212) 253-6140
3.6 ★★★★★ 169 reviews \$\$



1. EXISTING WALLS TO REMAIN
 2. EXISTING WALLS TO BE DEMOLISHED
 3. NEW WALLS TO BE CONCRETE
 4. NEW WALLS TO BE BRICK
 5. NEW WALLS TO BE CMU
 6. NEW WALLS TO BE GYP. BOARD
 7. NEW WALLS TO BE GYP. BOARD
 8. NEW WALLS TO BE GYP. BOARD



CELLAR PLAN
 SCALE: 1/8" = 1'-0"



1ST FLOOR PLAN
 SCALE: 1/8" = 1'-0"

1. EXISTING WALLS TO REMAIN
 2. EXISTING WALLS TO BE DEMOLISHED
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 8. NEW WALLS TO BE GYP. BOARD

NOTES:
 1. ALL DIMENSIONS TO FACE UNLESS NOTED OTHERWISE.
 2. ALL WORK TO BE ACCORDING TO THE SPECIFICATIONS.

EXACT DIMENSIONS TO BE VERIFIED IN FIELD - ALL WORK ON THIS DRAWING IS SUBJECT TO THE APPLICABLE CONDITIONS OF THE SPECIFICATIONS, WHICH ARE INCORPORATED HEREIN BY REFERENCE.

DATE	REVISION	BY

DATE: _____
 REVISION: _____
 BY: _____

Corrinstone Architects
 40 West 30th Street, Suite 40
 New York, NY 10018
 Tel: 212 697-4284
 Fax: 212 697-9680
 Email: info@corrinstone.com

RENOVATION TO EXISTING SPACE
 170 ERAWTON STREET
 NEW YORK, N.Y. 10022

**1ST FLOOR PLAN
 CELLAR FLOOR PLAN
 OPTION#2**

DATE: 10/20/2011
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 SCALE: 1/8" = 1'-0"

A-001.00

Restaurant Concept

Master Chef Erik Blauberg and Jamie Keyte are creating a unique dining and drinking experience focused on small, cutting edge American and fusion dishes paired with a wide selection of carefully chosen artisan beers, cocktails, wines and champagnes. The restaurant will feature a main dining room and bar on the ground floor, and a beer cellar, chef's table and lounge in the basement.

The ground floor of the restaurant will subtly reflect the art deco styles of the 1920's in NYC with clean lines, dark woods and exposed brick—all set in the sultry lighting of the period. This main floor will have 70 seats in the main dining room and 10 seats at the bar, where patrons will sample a variety of unparalleled dishes put together by Erik Blauberg, paired with a wide and unique selection of artisan beers, cocktails, wines and champagnes.

The basement level will house a beer and wine cellar, a chef's table and a lounge. The Beer Cellar at the restaurant will be the first of its kind in Manhattan, capturing the attention of the rapidly expanding craft beer market. Artisan beers are now considered a viable option to pair with dinner and are beginning to replace wine as a first option. With access to limited release beers, a knowledgeable staff, and access to brews master from around the world, The Beer Cellar will offer programs that pair these beers with some of the best small dishes the city has to offer. This will create and sustain a buzz among and loyalty from local beer connoisseurs and epicureans alike.

The basement lounge will be designed after the speakeasies of the Prohibition Era and will be a more intimate, low lit, exclusive section of the restaurant--the perfect place for after dinner drinks or a quiet date. There will be two entrances to the lounge: one from the main stair in the middle of the restaurant that will only be used for large parties and staff; the other through the back door and down the outside staircase (lit with candles) which will allow patrons to travel back in time to the secretive world of prohibition. The lounge will feature luxury food items such as caviar, truffles, lobster, foie gras and dungeness crab all paired perfectly by a team of brew masters, vintners and Chef Blauberg. We will actively market the lounge as one of the best-kept secrets in New York City, allowing our PR company and loyal clientele to spread the word, creating a more intimate vibe.

The restaurant will be open on weekdays from 4:00pm-2:00am and on weekends from 11:00am-4:00am.

Small Tasting Dishes

Jumbo Lump Maryland Crab Cake
Toasted Peanut Avocado Salad/Citrus Emulsion
8/15

Farmhouse Tomato Bacon Soup/Grilled Cheese Crouton
6/9

Classic Chopped Salad
Heart of Palm/Pear Tomatoes/Cucumber/Feta Cheese/Radish/Roasted Corn
8/12

Roasted Baby Beet Salad
Lambs Lettuce/Hazelnut Spearmint Dressing/Warm Goat Cheese
7/12

Broken Caesar Wedge
Garlic Ficelle/Shaved Manchego Cheese
7/10

Chilled Jumbo Shrimp Cocktail
Fresh Horseradish/Cocktail Sauce
7/18

Beef Short Rib
Organic Creamy Stone Ground Corn/Port Reduction
9/16

Tomato Fennel Saffron Fish Stew
Monk Fish/Scallops/Manila Clams/Prawns/PEI Mussels
12/24

White Fallow Venison Chili Pasta
Baby Spinach Leaves/Glazed Chestnuts/Red Kuri Squash
12/24

Columbia River Wild Steelhead Salmon
Cucumber Ginger Mint Couscous/Beet Radish Infusion
9/18

Char-Grilled Red Angus Skirt Steak
Kabocha Squash/Spicy Onion Straws
12/24

Duck Confit Risotto
Bulgur Wheat/Braised Young Turnips and Carrots/Duck Crackling
9/18

Pan Seared Black Sea Bass from Maine
Roasted Fingerling Potato/Broccolini/Tomato Coriander Jus
12/24

Pan Roasted Nantucket Bay Scallops
Baby Spinach/German Butterball Potato/Lime Cilantro Sauce
12/24

Oven Roast French Cut Chicken Breast
North Carolina Smashed Yams/Baby Green Beans/Chicken Jus
11/21

*Crushed Fennel Rack of Colorado Lamb
English Peas/Oregon Gold Potato/Lamb Jus
14/27*

*Black Angus Filet Mignon
Braised Idaho Potato/Forrest Mushroom/Chippolini Onions/Beer Jus
14/25*

*Blue Point Oysters with Spicy Port Mignonette
\$12*

*Gratiné of French Onion Soup
\$8*

*Kobe/ Angus Spicy Steak Tartar
Kobe Ground to Order/ Dijon Mustard/Cognac/Red Onion/Capers/Pepper Sauce/ Rye
Toast
\$12*

*Marseille Style Bouillabaisse
Jumbo Prawns/ Baby Clams/ Diver Scallop/PEI Mussels/ Red Snapper/ Tomato/ Saffron/
Pernod
\$14*

*Pan Seared Foie Gras
Honey Crisp Apple Puree/ Sautéed Baby Spinach/ Duck Vinegar Reduction
\$24*

*Risotto of Winter Squash
Hedgehog Mushrooms/ Caramelized Delicata Squash/ Roasted Corn/Shallots
\$12*

*Traditional Caesar Salad and Pan Roasted Prawns
Romaine Hearts/ Garlicky Dressing/ Olive Oil Croutons/ Shaved Parmesan
\$10 Salad only \$18 with Roasted Prawns*

*Sushi Grade Spicy Ahi Tuna Tartare
Heart of Palm/ Hawaiian Ginger/ Herb & Sesame Oils/ Toasted Brioche
\$14*

*Pan Roasted Flat Iron Steak au Poivre
Broccoli Rabe/ Creamy Potato Puree/ Green Peppercorn Sauce
\$18*

*Grilled Grass Fed Black Angus Hanger Steak
Sauce Maison / Fried Potato Sticks/ Romaine Salad/ Truffle Emulsion
\$18*

*Slow Cooked Duck Confit Salad
Roasted Beets/ Warm Goat Cheese/ Wild Arugula/ Mushroom Dressing
\$15*

*Brûlée of Pasta
Matsutake/ Blue foot/ Lobster Mushrooms and Tomato Marjoram Bouillon
\$15*

*Perfectly Matured & Tempered Artisanal Cheeses
With Accoutrements*

*Three Cheeses \$12
Six Cheeses \$15
& Meats \$18*

Bar Menu

Chilled Jumbo Shrimp
Fresh Horseradish/ Cocktail Sauce
15

Mini Kobe Burgers
Spicy House Ketchup/ Potato Straws
15

Homemade Pizza
Tomato/ Fresh Mozzarella/ Basil
12

Broken Caesar Salad
Gilled Chicken/ Shaved Manchego Cheese/ Garlic
Crouton (add Chicken \$4)
15

Jumbo Lump Maryland Crab Cake
Cucumber Dill Ginger Salad/ Curry
Vinaigrette
17

Fettuccini Pasta/ Wild Mushrooms/ Tomato
Basil Compote/ Parmesan Cheese
12

Farmhouse Tomato Bacon Soup/ Grilled
Cheese Crouton
12

Small Bites

Truffle Popcorn
6

Spicy Candied Almonds
5

Wasabi English Peas
4

Martini Menu

Cosmopolitan

Hanger Citron "Buddha's Hand"
Vodka/ Cointreau/ Rose' Lime Juice/ Cranberry
Juice/ Sour Mix

Metropolitan

Hanger Mandarin Blossom
Vodka/ Cointreau/ Chambord/ 7-up

Pomegranate Martini

Stoll Raspberry/ Pama Liqueur/ Fresh Pomegranate
Juice/ Triple Sec/ Sour Mix

Appletini

Kettle One Vodka/ Apple Sour Schnapps/ Sour Mix

White or Dark Chocolate Martini

Stoll Vanilla Vodka, White or Dark Chocolate
Godiva Liqueur/ Crème de Cocoa White

Espresso Martini

Stoll Vanilla Vodka/ Espresso/ kahlua

Watermelon Martini

Kettle One Vodka/ Fresh Watermelon Juice/ Triple
Sec

Bellini Martini

Hanger Straight Vodka/ Peach Juice/ Peach
Schnapps/ Champagne Float

True Haven Martini

Grand Marnier/ Cointreau/ Orange Juice

Blue Sky Martini

Stoll Raspberry Vodka/ Blue
Curacao/ Cointreau/ Sour Mix

Summer Blossom Martini

Bacardi Orange Rum/ Orange Juice/ Peach
Juice/ Cranberry Juice

Hawaiian Tropical Martini

Mallbu Rum/ Midori Liqueur/ Pineapple Juice

Green Garden Martini

Hanger Lime (Kafir Lime) Vodka/ Crème de menthe
White/ Lime Juice/ Triple Sec/ Crushed Mint
Leaves/ Club Soda

Valentines Day Menu

First Course

Jumbo Lump Maryland Crab Cake
Avocado Salad/ Lobster Citrus Emulsion

Chilled Jumbo Shrimp
Fresh Horseradish/ Cocktail Sauce

Farmhouse Tomato Bacon Soup
Grilled Cheese Crouton

Duck Confit Risotto

Bulgur Wheat/ Braised Young Turnips/ Carrots/Duck Crackling

Broken Caesar Wedge

Garlic Ficelle/ Shaved Manchego Cheese

White Fallow Venison Chili Pasta
Baby Spinach Leaves/ Glazed Chestnuts/Red kuri Squash

Classic Chopped Salad

Heart of Palm/Pear Tomatoes/Cucumber/Feta Cheese/Radish/Roasted Corn

Main Course

For Two to Share

Columbia River Wild Steelhead Salmon
Cucumber Ginger Mint Couscous/Beet Radish Infusion

Char-Grilled Prime 21 Day Aged Porterhouse
Idaho Potato/Beef Jus

Black Angus Fillet Mignon
Braised Potato/Chippolini Onion/Forrest Mushrooms

Crushed Fennel Rack of Colorado Lamb
English Peas/Oregon Gold Potato/Lamb Jus

Seafood Bouillabaisse

Monk Fish/Scallops/Manila Clams/Prawns/PEI Mussels/ Tomato/ Fennel /leeks/Saffron

Oven Roast French Cut Chicken Breast
North Carolina Smashed Yams/Baby Green Beans/Chicken Jus

Dessert

Tiramisu/Espresso Cream/Chocolate Sauce
Ice Box Key Lime Pie/Raspberry Puree/Whipped Cream
Rum Marinated Mixed Berries and Cream
Homemade Cheese Cake/ Strawberry Compote
Chocolate Cake/Black Cherry Ice Cream

\$55 per person plus tax and gratuity

Erik Blauberg



P.O. Box 3046. • New York, NY 10163-3046 • (917) 349 8636

masterchefeb@gmail.com • www.erikblauberg.com

World Class Chef, Food and Beverage Consultant and Talented Business Management Professional with Extensive Customer Service Experience

SUMMARY OF ACCOMPLISHMENTS AND QUALIFICATIONS

Awarded "World's Great Chef" by the Culinary Institute of America - Hands imprinted at the CIA
Awarded the Jay Walman Achievement Award - "World Great Chef" issued by Ivana Trump
World's Great Chef Five Star Diamond Award
Syracuse University Advisory Board
2003 California Wine Masters – Honorary Chairman
2004 California Wine Masters – Honorary Chairman
Familiar with all aspects of business management
Adept at planning, promotions, and forecasting budgets
Outstanding training, leadership, and communication skills
History of increasing sales and profitability
Hard working, able to multi-task effectively
Expert in kitchen and bar design
Proficient in restaurant and bar design and function

PROFESSIONAL EXPERIENCE

Culinary Institute of America, Hyde Park, NY 2011-Present
Professor of Professional Development
Development of Food and Wine Travel Programs for the Culinary Institute of America

EKB Restaurant Consulting 2004-2012
International Hospitality Consultant

- Hospitality Operations Consultant/ Food and Beverage Consultant / Hospitality Expert
- Multi-Unit Project Management Specialist
- Restaurant and bar development implementation and concept feasibility
- Evaluation and Re-conceptualization of non-performing restaurant
- Concept Design Development
- Architectural drawings for filings and permits
- Expert Kitchen and Bar Design and layout for commercial application
- Business strategy development
- Development and implementation of new sales and marketing strategies to increase business
- Menu engineering / product offering / menu design and lay-out
- Purchasing and Cost Control implementation for all F&B outlets/ increase profitability
- Equipment Specs and Competitive bidding
- Management and Staff Training for front & back of the house
- Public relations / executive search assistance
- Product development and merchandising
- Reorganize / streamline front and back of the house operations
- A la carte / banquet / off premise catering
- On Going Operational Support

Chef Erik Blauberg is the restaurant fixer. Like the Wolf in Pulp Fiction, restaurants that call In Blauberg don't exactly advertise that they needed the Wolf.

<http://thebutcherblog.com/we-have-ways-of-dealing-with-the-veto-vegetarian/>

21 Club, New York, NY

1996–2004

Executive Chef / Senior Management

- Awarded Four Stars eight years in a row by Forbes Magazine.
- Managed entire back of the house operations including training and educating the front of the house brigade.
- Designed and laid out four new kitchens, engineered all menus, performed inventory controls, ordering, and implemented a cost effective purchasing program.
- Oversaw and assisted with all daily activities, consistently improving customer service.
- Doubled gross revenues and profits, served over 190,000 covers yearly.
- Hired and trained employees, prepared weekly schedules and labor forecasts, and monitored and evaluated employee performances.
- Was active in all financial budgets and responsible for food and beverage forecasting, payroll, and cost control.
- Consistently achieved or exceeded budgets and quotas each year.
- Worked efficiently, effectively and successfully in a union environment.
- **"America's Best New Restaurants" - Esquire Magazine**

Walt Disney Celebration Project, Celebration, FL

1996-1996

Hospitality Consultant/ F&B Chef Director / Senior Management

- Implemented pre opening and opening of three restaurants and bars, including a bakery for the planned community and planned town of Celebration. Managed front & back of the house operations
- Prepared policies and procedures, menu engineering for food and beverage, recipe development, cost controls and purchasing programs.
- Hired and trained employees, prepared weekly schedules, labor forecast, and controls.
- Supervised and scheduled job assignments, assisted in kitchen design and lay out of three kitchens.
- Developed and implemented new sales and marketing strategies to increase business and market share.
- **"My experience at Upstairs at 21 was just as wonderful, just as special. And to think we came close to calling Blauberg one of our local chefs." - Orlando Sentinel**

American Renaissance, New York, NY

1993 -1996

Executive Chef /Owner partner

- Preopening and opening awarded five stars (Mobil Travel Guide).
- Designed and laid out two award-winning kitchens, responsible for all budgets, projections and financial forecasting.
- Award winning dining room and most talked about bathrooms in the country. Established all financial accounting systems
- Assisted in the design of the award, receivable, payable, payroll, general ledger, fixed asset etc.
- Pre opening menu engineering, food procurement and production analysis, labor costing, scheduling, sales analysis and forecasting, miscellaneous cost/benefit analysis.
- Developed and implemented new sales and marketing strategies to increase business.
- Standardized recipes, media representative, hired and trained managers and employees.
- **"A Tribeca Wonder: Beautiful, Bold, Sometime Brilliant" - New York Observer**

Colors, New York, NY

1992-1993

Executive Chef /Senior Management

- Created one of the most exciting new restaurants in NYC.
- Reopening a new concept, menu engineering, and recipe development.
- Hired and trained employees, prepared weekly schedules, labor forecast, and controls.
- Designed and laid out kitchen, in charge of back and front of the house operations.
- **"Erik Blauberg is in the spotlight at Colors, a likely candidate for sudden stardom." - New York Magazine**

Jalousie Plantation Resort, British, West Indies 1992- 1992

Executive Chef / Senior Management

- Pre opening and opening of a 320 acre 60M resort owned by Her Highness Princess Margaret of England and Prince Mavie.
- In charge of five ala carte restaurants and bars with a full banquet dining spa facility.
- Hired and trained employees, prepared weekly schedules, labor forecast, and controls.
- Recipe development, menu engineering. Assisted in the design and layout of five new kitchens and bars.

Bouley, New York, NY 1990-1992

Poissonnier, Rotisseur, Patissier, Entremetier and Garde Manger

- Cooked in all areas of the kitchen.

Windows on the World, New York, NY 1988-1990

Executive Sous Chef

- In charge of three restaurants, Market dining, Market Grill and Corner Restaurant. Assisted in the kitchens of the main dining room and cellar in the sky restaurants.
- Responsible for menus, daily specials, recipe development, cost controls.
- Oversaw and assisted with all daily activities, consistently improving customer service.

Tavern on the Green, New York, NY 1988-1990

Sous Chef

Worked all stations in kitchen, *Poissonnier, Rotisseur, Patissier, Entremetier and Garde Manger*.

CULINARY STUDIES AND INTERN TRAINING

- Imperial Hotel - Japan
- Le Moulin de Mougins, Roger Verge' - France
- Paul Bocuse, Paul Bocuse - France
- Girardet, Freddy Girardet - Switzerland
- Kitcho, Osaka - Japan
- Old Hickory Stick - Texas
- Steirereck – Austria
- La Cote Basque – New York

SAMPLING OF REVIEWS AND TELEVISION APPEARANCES

GQ, Esquire Magazine

"The best new restaurant in America. Since Erik Blauberg took over the kitchen, the gastronomic allure has soared." - John Mariani

Philadelphia Magazine

"The best way to appreciate Blauberg's extraordinary talents is to go with his lavish seven-course tasting menu."

Bon Appétit

"Chef Erik Blauberg refines his New American cooking."

Leaders Advisory Magazine

"One of the best restaurants, not only in the United States, but in the world. Chef Erik Blauberg has prepared a menu of courses with imagination."

In New York Magazine

"Indulge in Executive Chef Erik Blauberg's brilliant seasonal cuisine."

Time Out New York Magazine

"Eat out award, critic's pick, two tower award for best sequel: Chef Blauberg's creative American cooking."

Wine Spectator Grand Award

"Erik Blauberg has helped bring New York's venerable 21Club into the 21st century."

David Letterman's Top Ten Chefs

Awarded 4 Stars From Forbes Magazine, 8 years in a row

Walman Award

Ivana Trump presents Erik Blauberg with the Walman award for one of the best chefs in the world."

New York Observer

"As for the food, it's simply extraordinary."

-Moria Hodgson

New York Magazine

"Erik Blauberg is an original with the force of a Michel Guerard. Two or three notes into that first lunch, a chorus of flavor, the brave greenery of spring, the two of us are barely able to contain the squeals of discovery"

-Gael Greene

New York Times

"This is food that offers constant pleasant surprises; no wonder people seem so happy here" - Ruth Reichl

Avenue Magazine

"Best of the Best" - "The décor is equally dramatic as the food"

James Beard House

"Every dish that comes out of Erik Blauberg's kitchen is a new world masterpiece"

Awarded 5 Stars From Mobil Travel Guide

America's Best Hotels and Restaurants

Awarded 4 Stars From The Downtown Insider New York

"Spectacular"

London Times

"Erik Blauberg's cooking here is serious, very correct, scrupulously executed (but this is, after all, a man who trained with Paul Bocuse)." - Jonathan Meades, food critic

GQ, Esquire Magazine

"Erik Blauberg has replaced the once dreary 'Continental Cuisine' circa 1965 with a real snap and great depth of flavor, from seasonal American game to wild mushroom risotto, while at the same time refining '21' classics like the famous burger." - John Mariani

Crain's New York Business

"Chef Blauberg's blend of cutting edge with '21' classics has the 67-year-old 'saloon' buzzing. The celebrity count is higher than ever." - Bob Lape

New York Post

"Erik Blauberg has reinvented '21's' kitchen. This talented chef constantly creates new, powerfully complex offerings as well as keeping the best of the original dishes." - Sheldon Landwehr

Paper Magazine

"Chef Erik Blauberg has refined 50 year old speakeasy recipes, pulling in a younger crowd."

J. Walman's Restaurant Report, WEVD FM

"Blauberg has achieved the near impossible, he has managed to keep the old crowd happy by retaining the signature dishes (beautifully executed)." - J. Walman

Late Show with David Letterman - CBS

Regis and Kelly Live - ABC

Regis and Kathie Lee - ABC

Fox and Friends - FOX News

Charles Osgood Show - CBS

Today Show - NBC

Saturday Early Show - CBS

Early Show - CBS

In Food Today - Food Network

Cooking Live Primetime with Sara Moulton - Food Network

Great Chefs of America - Discovery Channel

KRON - TV San Francisco

KGO - Radio Blauberg in San Francisco

BBC Lifestyles

ABC - Good Morning America

Daily News of Los Angeles - Blauberg's visit

San Francisco's Chronicle - Preview Blauberg's menu

Bill Bogg's Show

KTLA - TV Morning Show - Live segment

GLOBO International TV

CBS London England - Blauberg takes over the Ritz for two weeks

Food Network - Romantic New Years Eve party

WPIX - TV Channel 11

MSNBC - TV Morning Live

WNYW - TV Fox

Good Day New York

WBBH - Blauberg Interview

KIEV - AM- Blauberg interviewed by Steve Knight

Martha Stewart Living- Interview

Fox 5 TV Consulting Expert Erik Blauberg/EKB Restaurant Consultant

New York Daily News-Erik Blauberg/EKB Restaurant Consultant Super Hero

Nations Restaurant News-The "Restaurant Fixer" "Blauberg is a total badass when it comes to purchasing product"

BBC -Interview with Master Chef Erik Blauberg/ EKB Restaurant Consulting.

Chef Blauberg topic- issues on the current economy and how it affects the hospitality industry.