

BLOOMBERG BRIEF: RESERVE

A quarterly newsletter highlighting the best of life outside of the office



Global **DINE<GO>** Top Fives

Top New York

- 1.) Gato — Bobby Flay returns.
- 2.) Carbone — Rocking retro Italian.
- 3.) L'Artusi — Classic, fun Italian.
- 4.) Quality Italian — Popular Italian.
- 5.) Sushi Nakazawa — Best in NYC.

Top London

- 1.) Chiltern Firehouse — Celeb central.
- 2.) Beast — See your food swim first.
- 3.) City Social — New Jason Atherton.
- 4.) Berners Tavern — Atherton again.
- 5.) Gymkhana — Posh super Indian.

Top Hong Kong

- 1.) CaliBurger — Rocking burgers.
- 2.) Fish & Meat — Like the name says.
- 3.) Mott 32 — Chinese meets NYC.
- 4.) Cocotte — Classic French.
- 5.) Beef & Liberty — Burgers & rooftop.

Top Paris

- 1.) Chez Georges — Perfect bistro.
- 2.) Hotel Costes — Still trendy French.
- 3.) Spring — An American in Paris.
- 4.) Le Chateaubriand — Popular bistro.
- 5.) L'Arpege — Vegetable Valhalla.



Peter Elliot on the new Bloomberg Brief: Reserve newsletter, steak sticker shock and how to book a table at 4:42 p.m. when you forgot your anniversary. Click photo to launch or go to: <http://bit.ly/1qwcvtL>

How to Become a Regular at an Important Restaurant



Source: Altamarea Group

These are the power tables in the front room at Marea on New York's Central Park South

BY PETER ELLIOT

The restaurant world is going wild about how technology will change the way we make or buy reservations. (See interview, page 6.) For those willing to put in the effort, however, there's a far more traditional way of securing a table: become a regular. No restaurateur in the world turns away a steady customer. Ever.

With so many options available, many of us continue sampling new places and never become regulars anywhere. Still, for those who like a certain kind of restaurant, returning over and over again has its perks. They know your name; all you have to do is get to know theirs, return on a consistent basis, tip well, be friendly but not cloying and you'll become a regular in no time. The first few times, book your tables for 5:30 p.m. or 9:30 p.m. to guarantee a spot, and before you know it, you'll be dining at prime time.

Below are six restaurants where you should consider becoming a regular.

New York

1. **Marea:** The crown jewel of Chef Michael White and Merrill Lynch alum Ahmass Fakahany's empire. Become a regular here and you'll be rubbing shoulders with Bill Gates in no time.
2. **Minetta Tavern:** Where the downtown set wants to see and be seen. Get to know Keith McNally's (Balthazar) crew and you'll be eating Black Label burgers and using the secret number to book.
3. **Carbone:** Perhaps the hottest of the hot. Mario Carbone and Rich Torrisi are expanding their mini empire (Parm, ZZ's Clam Bar). Become a charter member and hang on for a wild and delicious ride.

London

1. **Le Caprice:** Possibly the most useful restaurant in the world. Open late, chic and delicious. Get in here and the whole J Sheeky, The Ivy and Soho House world opens its doors for you.
2. **St. John:** Fergus Henderson restored British food to the British. Become a regular here and you gain entry to the world of British cooking now.
3. **Launceston Place:** This once favorite of Princess Diana is just as clubby as it was in the '90s. Now owned by D&D London, this is a restaurant group (Orrey, 3 South Place, Le Pont de la Tour, etc.) that knows a good customer.

Reserve is a quarterly digital publication to serve the Bloomberg professional terminal users. It covers the core categories of dining and entertainment — providing each month:

- Top restaurant rankings by city (as voted by Bloomberg viewers)
- Restaurant/bar reviews
- News on new openings
- Night Out Guides — where to take clients, friends or family
- City Guides — top bars and restaurants (different city will be featured each month)
- Q&A — With leading chefs, restaurateurs and wineries

Watch our video introduction here:



MORE DETAILS ON CONTENT:

Q&A

So You Can't Get a 7:30 Table at Minetta Tavern? Now You Can Just Pay For It.

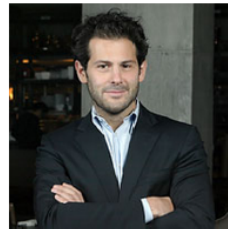
Getting a table at prime time (7 - 9 p.m.) in any of the world's hottest restaurants is often impossible. You'll be offered a 5.30 p.m. table or 10 p.m. if they pick up the phone at all. For destinations restaurants like Noma or Momofuko Ko people play elaborate games with computers, writing computer code that puts them first in the line when reservation lines open up. Others sleep by a phone or their computers to be the first in line, only to get a busy signal or a flash of "Your requested time is unavailable".

What if you could just buy the reservation? Pay for play is the essence behind a new online mobile venture called Resy created by Eater co-founder Ben Leventhal and social media and wine guru Gary Vaynerchuk. Peter Elliot sat down with them

Q: Don't the restaurants find the whole concept of transparency abhorrent?

Ben: It's not that it's abhorrent. It's that they don't like change. It's a tough industry. I was talking to a guy at Per Se the other day. Here you have people working 16 hour days just trying to get it right. It's not like even the smartest high profile restaurants have an R&D team working with them, right?

Gary: The reason they are scared is that they're worried they'll seem "douchy" in an industry that's still fundamentally based on relationships and romance. What's MORE upsetting is the lack of transparency and the fact that you could spend hours or weeks trying to get



Q: Lets do a little SWOT test. Strengths, and opportunities we've covered. What about threats and weaknesses?

Gary: That were to be early. There are plenty of stories of people who built the

CITY GUIDE: CHICAGO

Chicago's Competitive Streak Keeps It Number One

Chicago's self-obsession with being a "Second City" is something I hope it never gives up. It makes it constantly on the edge, always trying harder to be better for later at everything. The way I thought that the world saw it as a place where cows and potatoes came to be shipped everywhere else on the planet has made Chicago a culinary mecca. The rest of us are its happy beneficiaries.

The hotels you're likely to be in are in two large but interconnected areas: the

"Loop," Chicago's financial district, or just north of it in the West Loop. Whether you are there for a convention, or on business, each area puts you in easy proximity to the food scene, the heart of which is in the West Loop just over the river. While there is no shortage of restaurants in neighborhoods to the north, South and West, staying in these two will help you see and taste the best of what Chicago has to offer. Hotels are usually skilled at scoring



Source Bloomberg skyline looking northwest across Lake Michigan

Top Restaurants:

- **Blackbird:** Paul Kahan helped put the "West Loop" on the map as a mecca for foodies everywhere. While a bit grown up it remains the best of how food can be modern and eddie.
- **Avec:** This Mediterranean, small pizza restaurant set the standard for the no reservation, stunning design, and family style food trend worldwide. It's my personal go to in Chicago.
- **Mariano's:** If Chicago rests on its sweet and potato laurels here you'll understand why. It's like a trip to Annecy. It's an overall, comfortable, terrific place for business or pleasure. Also check out **Caboose** - a Bloomberg favorite and **Bevette**.
- **Frontier:** This is the restaurant that made Rick Bayless a star and Mexican food as American as apple pie. It's worth going to see just how good Mexican food can be. **Topolobampo** too.
- **Spigatti:** Most famous Chicago Italian. And not just because this is where the Obama's spent their Valentines day.
- **Alinea:** This Lincoln Park bastion to modernist cuisine is one of the most important restaurants in the world. It's at the bottom of my list for a reason - unless you want this kind of food three are better places to spend your time and money.

Top Bars:

- **The Drake:** This is like going to Duke's Bar in London or Coles Bar in NYC. It's old fashioned in just the right way. Perfect martinis help you soak in the gold coast splendor. Wear suits.
- **Terrace at Trump:** If a view is what you're after, this one is hard to beat. Perched on the 16th floor it's like a plateau in a sea of skyscrapers. Even better, you can make reservations. If you want food - and view - **Shanghai Terrace** at the Peninsula has some of the best Chinese food in Chicago.
- **Little Goat Diner:** Tables on the roof are even harder to get than the covered booths downstairs. Limited menu. Worth it for no other reason than it makes it easier to get into the restaurant.
- **Lone Wolf:** Best selection of traditional, inventive, and borderline cocktails, with extensive whiskey and craft beers. It feels like drinking in an Edward Hopper picture. Fantastic.
- **Three Dots and a Dash:** Paul McCone is Chicago's most famous (and best) mixologist. He's joined forces with Lettuce Entertain You - a large chain operator - (think TAO) which has given him a wide berth to do what he does best. Full of young professionals, and the people who chase them.

INSIDER TIPS

Traveling:

- **Uber** - The online mobile app that's changing the taxicab service industry. It's changing the paradigm all over but is sprouting, weather changing Chicago it's a Blessure. Newer again be tagged in a far-away village or when the fog rolls in off Lake Michigan.
- **The Blue Line** - Taking the train from O'Hare to the Loop and back really is quicker (and cheaper). Do it once you'll see why.

Safety:

- As in you should think about it - Like any big city, keep your wits and eyes about you. It's not dangerous - just be smart.

If You Have Time Between Meetings:

- **Chicago** might be the only city in the world where even the natives do the things you want to do: go to the **Willis Tower** (formerly known as Sears) and the **Garland Strand**, playing "A Sunday on La Grande Jatte" at the **Chicago Art Institute**, or listen to a concert at **Grant Park**. www.grantparkmusicfestival.com.
- **Take a Tour** - Chicago has some of the best, most easily accessible and quickest tours. Architecture is my favorite but tours range from Chicago's criminal past, to its place in Jazz history. Financial tours include a visit to the Board of Trade.

Next month: We'll take a look at **San Francisco**. **MSG me @ peterelliott@bloomberg.net** with comments and suggestions.

IF THEN: Can't get into the best places? We have a list of spots that are less crowded - but just as good

Your Night Out: Top venues to take clients, friends or family

Q&As with the biggest names in the industry

City Guide: Each quarter we profile a city (US and international) including insider travel tips, and the top places to eat and drink (edit calendar to follow)

New Openings: Profile of the best new entertainment options

IF THEN

If You Like Berners Tavern, Then You'll Like

London-based chef Jason Atherton is opening restaurants around the world at an extraordinary pace. He added two in London in May alone: Typing Room in Bethnal Green and City Social, his first spot in the City. At least for now, it's Berners that Bloombergers like best. If you love Atherton's sleek take on modern pub fare you'll like these selections on the road.

IF: Berner's Tavern - London

16 Reviews

- **Setting** - It's Ian Schrager glam
- **Food** - Atherton at his gastrro best
- **Bar scene** - Well heeled media types
- **Noise Level** - Happily low key
- **Date Factor** - Exceedingly romantic

THEN:

New York

■ **The Nomad** - Still Rocking

28 Reviews

Note: Atrium or Bar more than Parlour

■ **Spotted Pig**

43 Reviews

Note: Atherton's like-minded friend April Bloomfield's first U.S. restaurant

San Francisco

■ **Bar Jules** - My personal favorite.

2 Reviews

■ **SPQR** - Matthew Accarino. Trained by Thomas Keller and Tom Collichio, which almost makes him an Atherton twin. 5 Reviews

Chicago

■ **Avec** - See Chicago special page 5.

8 Reviews



Source Bloomberg Chef Jason Atherton



RESERVE

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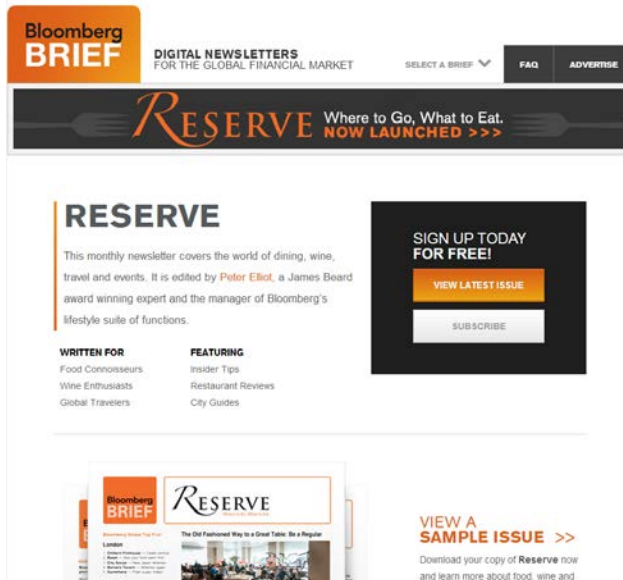


RESERVE

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<http://www.bloombergbriefs.com/reserve/>



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Watch our Video Introduction



A dark banner with the word "RESERVE" in a large, stylized font, followed by the tagline "Where to Go, What to Eat. NOW LAUNCHED >>>". The banner is flanked by two fork icons.



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