

## **ICCA Brooklyn-New York City Culinary Immersion, April 9 & 10th**

Hotel: The McCarren Hotel & Pool

Location: Brooklyn & New York City

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Association

The ICCA Culinary Immersions have become one of the most popular educational events of the year with the



exception of the ICCA Annual Summit. ICCA Culinary Immersions happen only two times a year and the event is free for ICCA members and potential members. All you need to do is provide your transportation to New York City and our host hotel; all rooms, meals and group transportation are paid for by the ICCA Sponsors. Here is the exciting agenda we have created for this event:

### **Wednesday, April 8<sup>th</sup>**

7:00 PM

Dinner for early arrivals; TBD

### **Thursday, April 9<sup>th</sup> – Manhattan**

9:00 - 10:30am

**Eataly**



The 50,000-square-foot New York store transports the dizzying sensory delights of an old-world Italian marketplace with a multitude of gourmet meats, cheeses, pastas, breads, produce and desserts, all artfully arranged and presented for maximum mouthwatering appeal. Many products originate from the source in Italy, others come from suppliers and vendor partners in the U.S., some are made fresh daily in-house—and all capture the essence of la dolce vita. It touts seven sit-down restaurants, each installed next to the specialty market that supplies its fresh ingredients. We will have breakfast at Lavazza and spend time perusing the aisles.

10:00 – 10:30am

**Shake Shack Corporate Office Tour (optional)**

10:30 – 11:30am

**Shake Shack Tasting, Culinary Director Mark Rosati**

In 2001, Shake Shack sprouted from a temporary hot dog cart in Madison Square. By 2004, the bid was won to open a permanent kiosk in the Park: Shake Shack was born. This modern day “roadside” burger stand serves up burgers, hot dogs, frozen custard, shakes, beer, wine and more. The rest, as they say, is burger history. Shake Shack is helmed by restaurateur Danny Meyer and just completed a record breaking IPO. Culinary Director Mark Rosati will give us a tour of one of their new locations and a tasting.



**12:00 – 1:30pm**

**Momofuku Ssam Tasting & Roundtable, Executive Chef Matt Rudkofer**

Opened in 2011 by David Chang after the success of Momofuku Noodle Bar, Momofuku Ssam Bar serves an inventive menu that is always evolving. Country hams, raw bar items and off cuts are staples at dinner and lunch at ssam bar features rotisserie duck. Ssam is a traditional staple in Korean cuisine and roughly translates to “wrap”. At Momofuku Ssam, dishes are served with lettuce or pancakes to use as wraps for the various meats served with toppings such as kimchi and a variety of sauces. Chang worked in the kitchens of Jean-Georges Vongerichten, Daniel Boulud, and Tom Colicchio and has been honored with awards from Food & Wine and Bon Appétit. He was one of the Time 100, a GQ Man of the Year, and has taken home four James Beard awards. His first cookbook, Momofuku, came out in 2009.



**2 – 3:30pm**

**Lunch at Red Rooster by Chef Owner Marcus Samuelsson**

Located in the heart of Harlem, Red Rooster serves comfort food celebrating the roots of American cuisine and the diverse culinary traditions of the neighborhood. Named in honor of the legendary Harlem speakeasy, Chef Marcus Samuelsson brings his passion for food to the neighborhood he calls home. As an award-winning chef and cookbook author, Samuelsson was the youngest chef to ever receive two three-star ratings from The New York Times while at Aquavit as Executive Chef. In 2010 Marcus was the winner of Top Chef Masters Season 2 and also served as the guest chef for the first State Dinner of the Obama administration.



**4 - 5:30pm**

**Root & Bone, Chef Jeff McInnis Tasting & Demo**

Root & Bone is a revival of Southern, rural American cooking & culture. With a hyper focus on a regional, righteous, garden-to-table experience, McInnis and Booth consciously source local ingredients from foragers, fishermen, farms and specialty purveyors who share their passion for producing only the highest quality seasonal products. Root & Bone is a casual yet elevated experience, taking guests on a journey through the timeless tastes and traditions of Southern, small-town America guided by Executive Chef Jeff McInnis, and his partner and Chef de Cuisine Janine Booth both of Top Chef and recipients of numerous James Beard awards.



**5:45 – 6:45pm**

**King Bee, Eben Klemm Tasting & Cocktail Demonstration**

Award winning mixologist Eben Klemm has teamed up with Chef Ken Jackson, formerly of New Orleans Herbsaint, to create a NOLA inspired restaurant with specialty cocktails created without the use of a full liquor license. A former research biologist, of special interest to him is encouraging knowledge among bartenders concerning the basic chemical and physics principals that affect the materials they use in order to better understand the techniques they use. These low alcohol cocktail ideas will be great for any chain restaurant.



**7:15 – til'**

### **Almanac by Chef Galen Zamarra**

After graduating from the CIA New York, he landed an internship at Bouley and stayed for eight years, broken up by a year-long hiatus during which he cooked in France. At Bouley, he worked his way up to chef de cuisine, and helped it as it transitioned from bakery back to fine dining restaurant, for which he received a James Beard Award for Rising Star Chef. During his time at Bouley, he became responsible for menu development which he found to be a huge challenge. He started keeping a journal of seasonal items found in the markets each day and used this as a guide to develop seasonal recipes. In 2004 he opened his first restaurant, Mas Farmhouse and this year he opened Almanac which took seasonal cooking to a whole new level serving hyper-seasonal dishes with the freshest local ingredients possible through a coursed tasting menu.

## **Friday, April 10<sup>th</sup> – Brooklyn**

**9 – 9:45am**

### **Northside Bakery**

Grab a traditional Polish pastry at this Brooklyn bakery just around the corner from our hotel before we head out on our culinary adventures. The Greenpoint and Williamsburg neighborhoods are known for their rich Polish heritage.

**9:30 – 11:00am**

### **Mast Brothers Chocolate**



The Mast Brothers are pioneers of the bean-to-bar craft chocolate movement. Sourcing cocoa with unique flavor profiles from around the equator, they roast the beans in small batches to create truly handmade chocolate, one of the very few chocolate makers to do so. Many of the world's pre-eminent chefs, including Thomas Keller, Dan Barber, Daniel Humm, Alice Waters, and Alain Ducasse choose Mast Brothers Chocolate for cooking for its purity and distinctive tasting notes. We will experience a private tour and tasting as well as visit their hot chocolate shop.

**11:30 – 12:45pm**

### **Torst and Luksus, Chef Daniel Burns Tasting**

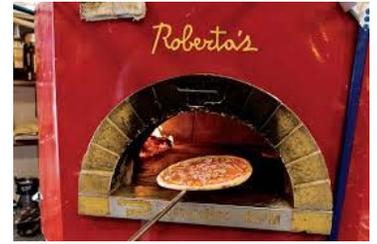
Luksus serves Scandinavian cuisine from Daniel Burns, formerly of Momofuku's R. & D. test kitchen and the renowned Copenhagen restaurant Noma. In a hidden, 26-seat restaurant, he presents the only beer tasting menu in New York City. Torst is the front room that serves numerous beers on tap, many brewed specially for this concept. Luksus is accessed through a non-descript door at the back of the bar serving a daily chef's tasting menu.



**1:15 – 2:15pm**

**Roberta's Tour & Tasting**

Even though Roberta's is known as a Neapolitan-style pizzeria, the kitchen is also turning out subtle and polished dishes in the back, like pickled pig's tongue, house-cured duck prosciutto, and American Wagyu steaks. This is not pizzeria fare, and it's not what you expect to find in a part of the Bushwick section of Brooklyn where street traffic seems to be evenly divided between concrete trucks and fixed-gear bikes. Roberta's fits right in. The restaurant looks like a cinderblock bunker, and the beer and wine are served in jelly jars, but the food is as confident and relaxed as the scruffy clientele. There are two gardens on site that supply the fresh herbs and some of the produce served in the restaurant and they even make their own mozzarella.



**3:00 - 4:30pm**

**Talde, Chef Dale Talde Demo & Tasting**

Inspired by his family's Filipino heritage and a former gig cooking upscale Chinese at Buddakan, Dale Talde (of Top Chef Seasons 4 and 8) serves Asian dishes with a homey spin at his Park Slope restaurant. Dumplings come wrapped in crispy-salty pretzel dough, and crunchy Korean fried chicken is served with sweet cherries and spicy kimchi.

**5:00 – 6:15pm**

**The Noble Experiment, Owner Bridget Firtle Tour & Tasting**

Rum was America's first spirit and their goal is to bring rum back to NY by creating a really unique style which consists of one-of-a-kind ingredients combined with a long, cold fermentation philosophy and low-rectification distillation. The Noble Experiment NYC employs hand crafted – cane-to-glass – production techniques all implemented by Bridget herself. Her philosophy resides in that the finest, freshest ingredients lead to the finest distillates. That means they source only the highest quality, organic molasses. Additionally, they do not use any coloring, flavoring, or other preservatives in its production.



**7:00pm – 'til**

**The Vanderbilt 718-623-0570**

Michelin starred Executive Chef Saul Bolton of Saul partnered with chef turned restaurateur Ben Daitz of Num Pang, to open a casual neighborhood spot that emphasizes seasonal, local, and quality ingredients with serious, sophisticated food and a beverage program to match. There is a smoker on the premises, and an array of charcuterie, from homemade jerky to house smoked kielbasa.

To RSVP for one of the 15 ICCA openings for this ICCA Culinary Immersion NYC, please email [Kevin@ICCAchefs.com](mailto:Kevin@ICCAchefs.com). Remember, all expenses are paid for by the ICCA sponsors, all you need to pay is your transportation to the host hotel. We look forward to seeing you there and remember to save the dates of June 14 – 17 for the ICCA Summit in Portland, Maine.