



What is Culinary Trends? After 19 years on the national culinary scene, we've reinvented Culinary Trends as the first REGIONAL culinary magazine just for executive chefs. Whether you sell meat, fish, produce, desserts, wine or cooking oils, service restaurant equipment or sell shoes to chefs, we'll help you reach the executive chefs in California and Las Vegas who make the purchasing decisions.

Who gets the magazine? We're mailing directly to executive chefs who make menu and purchasing decisions at select establishments: Fine-dining restaurants (cover charge of \$35+), hotels with restaurants and banquet facilities, high-end caterers and country clubs. Restaurant owners, hotel food and beverage managers, and sommeliers also qualify.

How many copies? We're mailing to more than 9,000 establishments in 2009/2010. To identify the right establishments, our research staff uses guides such as Zagat and Gayot, city magazines, local dining directories, yellow pages, and web sites. Importantly, we'll add new restaurants as they open, giving you the opportunity to sell them.

Who should advertise? This targeted distribution makes CULINARY TRENDS the most cost-effective way to reach regional chefs: perfect for higher-end food manufacturers and distributors who primarily serve the Northern and Southern California/Las Vegas markets and for national brands that want to increase their market share here by supporting regional distributors and brokers.

Our editorial focus...

is on the food. Food prepared by professional chefs at fine dining restaurants, hotels, clubs and high-end caterers. Focusing primarily on chefs and their culinary creations in California and Las Vegas, we're building a reputation as a chef's regional source book because we highlight foodservice suppliers within the California-Nevada region. We're particularly open to articles from niche foodservice suppliers that are informative on the use of regionally grown, raised, caught and harvested foods. And you can't talk about food without looking at where and how it's served. We feature photography and discussion of restaurant design and chef's tabletop, as well as a travelogue for resort-area restaurants.

Editorial Calendar Fall 2009

Print Date: October 9, 2009

Ad Closing Date: September 25, 2009



Unusual Ice Cream Flavors—Ice creams with savory flavors are no longer reserved for Top Chef Contestants. Whether making it yourself or sourcing from a boutique purveyor, savory ice cream is hot.

Plating begins with the Plate—The perfect dish begins with the plate. Tabletop pieces are a chef's canvas and choosing the right one to suit your dishes can make or break not just your presentation, but also guests' overall dining experience.

Using the Whole Animal—Using an animal from head to tail challenges chefs, intrigues diners and supports sustainability. We follow Chef Paul Canales of Oliveto in Oakland from the cattle ranch to his meat locker to document his whole animal program.

Haute Dogs—Gourmet sausages and hot dogs have recently exploded in popularity. Encased meats that were once just a staple of American backyard barbecues, are now finding their way onto restaurant menus in variations that will surprise you.



Exotic Mushrooms and Truffles—Chefs around the region are featuring fungi in their cuisine as more than accompaniments to proteins. Exotic varieties are sprouting up as centerpieces on menus everywhere and foragers are in high demand.



Mario Batali in Las Vegas—From Carnevino and B & B Ristorante to his more casual Enoteca San Marco, America's king of regional Italian food has found a loyal following in Las Vegas. Batali is a big believer in sustainable, regionally grown and raised ingredients, so much so that he started a farmers' market in Las Vegas.

Molecular Gastronomy for the Masses— This scientific approach to cooking is often intimidating, but it doesn't have to be. We explore how certain techniques of this movement can be applied in any kitchen to improve the finished products.

Editorial Calendar Early Winter 2009

Print Date: December 11, 2009

Ad Closing Date: November 20, 2009

Japanese Haute Cuisine—There is more to Japanese food than tempura, teriyaki and sushi. Traditional Japanese forms of cooking (such as Kaiseki, bento, Shojin, izakaya etc.) are finally coming into the spotlight, giving diners an authentic taste of Japan's culinary spectrum.

The Cheese Plate—Whether as a pre-meal nibble or a post-dinner dessert, guests readily gravitate towards a cheese course while dining out. With the number of quality, artisanal cheese producers on the rise, the changing face of fromage is hard to resist.



Upscale Seafood Shacks—No longer reserved for the New England coast, lobster rolls and fresh cracked crab have invaded California. We'll highlight restaurants that are adding a California twist to this east coast mainstay.

Creative Menu Promotions—Learn how restaurants have taken customers' tightening budgets as inspiration to develop successful dining specials, such as Meatball Mondays and Wine-Wednesdays, filling tables on themed evenings.

Heritage Animals and Heirloom Crops—All pigs are not created equal, nor should they be cooked the same. Different breeds of the same animal produce distinctly different flavors and textures. We explore restaurants that feature single breed or heritage animals and crops.

Non-Alcoholic Beverages—Creative mocktails and alcohol free drinks are not only an affordable alternative to revamping stale beverage menus, but these gourmet options also allow customers of all beliefs and ages to enjoy drinks as delicious as their food.





Editorial Calendar Late Winter 2010

Print Date: February 13, 2010

Ad Closing Date: January 22, 2010

Goat—Revered for their milk in the United States, goat meat is popping up on more menus as the global popularity spills over to California and Nevada. From Mexican goat tacos to braised goat shoulder, we'll feature restaurants using this flavorful meat in unique ways.

Alternatives to the bottle—Restaurants are exploring various ways to sell more wine by looking outside the bottle. Various options we'll explore include expanded by-the-glass offerings, carafes, tasting flights, and even keg-based wine.

Indian Goes Upscale—This ancient cuisine is much more than curry and rice, and many thriving restaurants are taking advantage of customers' preferences for the exotic and the authentic. Non-Indian restaurants can borrow the flavor profiles derived from the myriad of spices used in this cuisine.

Basque Flavors—Nestled between the border of France and Spain, this mountainous region has produced a distinct cuisine which blends local ingredients with classic French techniques and Spanish flavor combinations. From The Bazaar by Jose Andres in Los Angeles to Gerald Hiroygen's Piperade in San Francisco, Basque cuisine is surging in popularity.



Yogurt—The frozen yogurt fad may be dying down, but cuisines around the world use yogurts to flavor a myriad of dishes, both savory and sweet. Many restaurants are taking high quality milk from boutique dairies to create exquisite sauces, dips and desserts using yogurt.

Not your average bird—Squab, pheasant, duck and quail can add diversity to your menu and offer choices for the diner who always orders chicken. Adding game birds to your menu can easily liven up a menu and intrigue diners.



Editorial Calendar Spring 2010

Print Date: April 9, 2010

Ad Closing Date: March 26, 2010

Southern Flavors—Shrimp and Grits, Fried Chicken, Biscuits and Mac & Cheese...it is hard to go wrong with these big flavors, made famous in the American South. This region's comforting cuisine is gaining popularity and chefs are taking note.

Ceviche—Once reserved for Latin cuisines, ceviche is a palate pleasure that fits in with virtually any style of cuisine. Creative preparations and fresh ingredients are an irresistible combination, whether at a restaurant serving traditional ceviches or an establishment that redefines the dish in a modern context.

Weddings Ring Opportunity—From themed bridal showers to post-wedding brunches, we reveal how to make your catering business more attractive to brides and grooms to be, by uncovering today's hottest wedding trends.



Rustic Grains and Starches—Quinoa, Wheat berries and Orzo challenge the palates of diners who are unaccustomed to less popular starches. The varying textures of these grains help chefs to experiment and devise new dishes that allow the starch to shine, both on their own and in a supporting role to a protein.

Where are they now?—Over the past few years, reality television shows focusing on cooking competitions have increasingly dominated the airwaves and consequentially, chefs' celebrity status has skyrocketed. We track the whereabouts of some of TV's culinary contestants, revealing the ups and downs of stardom.

Hyper-local cuisine—The locavore movement is not just an easy sell to eco-conscious customers, it is also a community-focused mind-set that embraces the bounty of the land and the people that contribute to it. Learn how certain establishments are overcoming some of the inherent difficulties of sourcing ingredients from near locations.



Editorial Calendar Early Summer 2010

Print Date: June 11, 2010

Ad Closing Date: May 21, 2010

Seasonal Seafood—Just like produce, seafood offerings should be made based on available seasonality. We'll help chefs identify the best choices during certain parts of the year and highlight restaurants that are supporting the maintenance of our oceans' fish populations.

Flowers as an ingredient—Lavender, hibiscus and elderflower are not only gorgeous garnishes, but they also add distinctive flavors that make ordinary dishes and drinks, extraordinary. Both kitchens and bars are going from vase to plate, concocting delicious creations that customers can't get enough of!



Brunch is back—It never went away, but restaurants are increasingly offering this meal to entice the leisurely weekend diners. We'll focus on creative dishes that elevate brunch to more than omelets, French toast and bottomless mimosas.

Vegetarian Goes Mainstream—Pasta and pizza are no longer the vegetarian's only go-to option while dining out. Gourmet, non-meat dishes are standard on menus of varying cuisines and tasting menus following vegetarian restrictions are becoming increasingly popular with progressive chefs throughout the West Coast. With produce as good as California's, what do kitchens have to lose?

Hyper-Regional Cuisine—More and more, customers are seeking authentic culinary experiences and hyper-regional cuisine provides just that. By focusing on a region within a country, such as Oaxacan, Umbrian, Sicilian, Basque, Provençal and Szechuan flavors, diners get a true taste of areas' specialized dishes that differentiate their cooking from neighboring lands.

Modern BBQ—Let the grill wars begin! Whether one chef may prefer Kansas-style sauce to Memphis Marinade, diners and restaurateurs agree that BBQ is on fire. Grilled meats such as pulled pork, brisket and ribs are sneaking onto menus from neighborhood eateries to chic lounges; say hello to sophisticated roadside fare.





Editorial Calendar Late Summer 2010

Print Date: August 13, 2010

Ad Closing Date: July 23, 2010

Chilean Flavors—A diverse political history has led to a culinary scene that draws from Japan, Spain and the neighboring Latin American countries. This confluence has created a cuisine which is rapidly growing on the west coast.

Food Allergies—Food allergies seem to be on the rise, whether chefs like it or not. Dealing with customers allergic to specific foods may be difficult, but handling the situation well often leads to highly loyal repeat customers. Learn some

techniques from restaurants that pride themselves in accomodation for those with restrictivce diets.

Fishy Fish—Chefs are increasingly exploring the bolder flavors of mackerel, trout, grouper and many other fish varieties. Whether they are fried, grilled or broiled, chefs can open up diners' eyes to a totally different world of seafood.

Staycations—Taking a vacation doesn't mean traveling far from home. Many hotel restaurants offer staycation packages targeting locals who want to get away, without the travel. We'll take a look at the unique offerings of these hotel restaurants and the enticing offers they use to lure guests in.

Sous-Vide—Vacuum cooking as it is often called is one of the most accessible techniques derived from the molecular gastronomy school of cooking. From fish to eggs, we'll guide you through the process and show you how some of the top chefs are using this method to perfect their dishes.

Oceania on the Rise—The cuisines and ingredients of New Zealand, Australia, Tasmania and New Guinea are making a splash in today's sea of increasingly diverse dining options.

