



Burnt & Charred		
ISSUE May/June	AD CLOSE April 2	MATERIALS DUE April 16

New Frontiers of Cooking and Craft: Why Chefs Are Burning Food

Rather than put the fire out, we are igniting it. In the next issue of Plate we explore the flavorful side of burnt, blistered, blackened and charred food. Innovative chefs are discovering that the high intensity of fire adds flavor and texture to meat, seafood, vegetables, bread, desserts, cocktails and more.

“Everyone fears burning when cooking, but lightly burning something enhances its flavor. More burning equals more intensity.”

– Chris Ford, Range, Washington, D.C.



This creative energy introduces an amazing counterpoint to the prevalent belief that burnt is bad. Some of the dishes chefs and restaurateurs will be excited by are burnt carrot salad, charred steak tartar burned on the outside while raw inside, and vegetables buried in warm ashes and slow cooked. A Bunsen burner at the bar? Find out why.

Burnt is not originating from a happy accident. Rather it is a change in the way we explore and experience food. In this issue we push the boundaries of innovation and creativity and take food further.

Some of the featured chefs:

Jonathan Sawyer Trentina, Cleveland

Edouardo Jordan Bar Sajor, Seattle

Chris Ford Range, Washington D.C.

Seamus Mullen Tertulia, New York

Peter Serpico Serpico, Philadelphia

Jessica Koslow SQIRL, Los Angeles

Craig Deihl Cypress, Charleston, S.C.

Zachary Golper Bien Cuit Bakery, Brooklyn

“There's a fine line before you burn something. Right before it becomes just carbon, you're peaking its flavor.”



Zachary Golper, Bien Cuit Bakery, Brooklyn

Bonus distribution

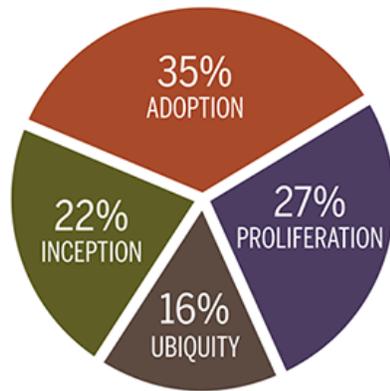
NRA Marketing Executives
Group May 13-15, Chicago

PlateNight May 17, Chicago
Exciting New Venue: Morgan
Manufacturing

Association for Healthcare
Foodservice June 2-5, Salt
Lake City

National Association of College
& University Food Services July
8-12, Indianapolis

How Plate's audience profile
aligns with the Menu Adoption Cycle



FOOD FOR THOUGHT

Industry research firm Datassential, looking at the acceleration of trends, advises both suppliers and restaurant companies to become *more premium, more progressive*. Rather than focus on the mass market, focus on early adopters who creatively adapt authentic innovations and pave the way for growth.

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