

MARKET WATCH



RECHARGING RUM

COCKTAILS, FLAVORS AND SPICED VARIANTS KEEP THE CATEGORY VIBRANT

PENNSYLVANIA'S PRIVATIZATION BATTLE
AUSTRALIAN WINE'S PREMIUM PUSH
BEER GETS IPA BOOST
CITY SCOPE: DETROIT

PLUS: THE 37TH ANNUAL
IMPACT MARKETING SEMINAR

Boston Brothers Unveil Upscale American Tavern Concept

Brothers Louis and Michael DiBiccari teamed up in February to open their first joint venture, the upscale but approachable Tavern Road in Boston's Fort Point neighborhood. The restaurant, which features Louis as head chef and Michael as general manager, gives a nod to New England farmers on its menu of seasonal and contemporary American fare with global influences. Entrées are served in a family-style presentation that's designed for sharing. Dishes range from rabbit with bacon,



Tavern Road in Boston highlights local and seasonal fare that's served family-style to encourage sharing. The restaurant also has an array of cocktails, craft beers and wines.

mustard and pear mostarda to beef short rib with cinnamon and cashews (entrées are \$16 to \$20). Sides include spaetzle macaroni and cheese and roasted squash with brown butter and cranberries. With an eye on sustainability, Tavern Road spotlights locally raised whole animals and utilizes every part in its dishes. The restaurant's beverage program features a variety of innovative cocktails (\$10 to \$11), a beer list of roughly 20 craft labels and boutique imports (\$5 to \$30 a bottle), and a worldly wine list (\$7 to \$12 a glass; \$28 to \$249 a 750-ml. bottle). Tavern Road's visual focus is the open kitchen, and its marble bar provides seating with great views of the neighborhood.

Italian Flavor, Atmosphere Take Hold In Chicago

Influenced by the dining and drinks scene in Siena, Italy, Chicago-based "Top Chef" contestant Fabio Viviani partnered with hospitality company DineAmic Group to debut Siena Tavern in February in the Windy City's River North neighborhood. The restaurant evokes a rustic Italian



Chicago's Siena Tavern offers an impressive selection of Italian food, wine and cocktails.

market and has a contemporary menu of meats, cheeses, pastas and pizzas, as well as larger dishes like osso buco and seafood brodetto (entrées are \$14 to \$37). The 10,000-square-foot space houses a main dining room, a crudo and pizza bar, a separate drinks-focused bar area, and several smaller dining and drinking spots. Siena Tavern boasts a custom cocktail program (drinks are \$12) and a predominantly Italian wine list (\$8 to \$18 a glass; \$32 to \$240 a 750-ml. bottle), as well as more than 20 beers (\$4 to \$25 a draft pour, bottle or can).



Laura Pelnor

LEFT: PHOTO BY MIKE DISMIN; RIGHT: PHOTO BY JASON LITTLE

Southern Hospitality Moves West....Seattle Goes Mediterranean....NYC Store Dines In....

- ❖ Armed with new franchise partners, New York City's Southern Hospitality BBQ restaurant opened a location in Denver in February. The second unit of the upscale barbecue concept stocks myriad Bourbon labels, as well as craft and mainstream beers, to accompany the Southern-style fare.
- ❖ Foods from North Africa, Spain and Portugal take center stage at Bar Sajor, a restaurant from notable Washington chef Matt Dillon that opened in Seattle in February. The eatery specializes in cured fish, rotisserie chicken and roasted vegetables. The large bar offers beer, wine, and a variety of classic and custom cocktails.

- ❖ The worlds of shopping and dining collide with the opening of Stella 34 Trattoria in Macy's Herald Square in New York City. The upscale Italian restaurant from Nick Valenti serves Neapolitan fare, much of which is prepared in wood-burning ovens. The drinks program features a Bellini bar and an all-Italian wine list.
- ❖ New England chef Michael Schlow stays true to his roots at Pine, the new signature restaurant at The Hanover Inn in Hanover, New Hampshire. Featuring classic American cuisine, Pine emphasizes local seafood and meats. A variety of beer, wine and signature drinks are also available.



—L.P.