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Welcome to the Rubber Band Door Knob!

You may think this a weird name for a newsletter from a consulting company but if you dive deep or know me there is a story behind the name. The name comes from a situation on the front door of my house. It is a broken handle on my screen door. However it represents much more than my laziness to fix the door but as a symbol of my world. I see it as an entrance to my world of cooking, food, drink, hospitality and friendship. When you open the door with the Rubber Band you are entering a place where I enjoy good food, sharing a new experience, have a great drink and being with friends. That is the whole point of this communication. I want to just share with you in a fun and casual way the things I like, opinions I have and just to talk about the things that make me smile. Occasionally there may be some great information that you can take back to your friends, your co-workers or even incorporate into your business.

So what is on my mind in this issue? I think it has to do with meal I just experienced at 38000 feet. I was fortunate to have been bumped to first class on a flight to Europe. So naturally I was all in and going to take advantage of the situation. So give me those free cocktails, get me a pair of pajamas for the chair that becomes my bed for a few hours, but first my meal. Started good, hot nuts a glass of Arrowood Syrah in a full size glass but then the roller coaster started. Here is the overall short list. Grit cakes should not be served at the chilled temperature of the luggage bulk head. Blinis should be warm, fluffy and at least be golden brown. The soup was serve-able. The entrée was at least hot with a little color left in the filet of beef. I wasn't sure if they forgot to leave the word "Mock" of the menu. So to say the best was left for last. I mean the best course was literally the last; a great little cheese plate with good crackers, a chutney and fruit. Now why is this meal the opening article for a newsletter?

I will explain. If a quest is going to pay well over 5 figures for a first class ticket the service and the meal should reflect that level of value. I didn't pay but extremely thankful for the opportunity. I know serving guests at 38000 feet has challenges but don't over think it. This is how I think when serving a guest. Give someone a great ingredient in a way the ingredient shines. Don't over sauce it, serve it at the wrong temperature and first and foremost don't give the guest a case of the "Big D". I was paying again for the opportunity for several days; the airlines with all those hidden fees!

This is what the Rubber Band will be about; how to enjoy the great things available to us in the industry today. I will

Eater is the source for people who care about dining and drinking in the nation's most important food cities., like Chicago, A favorite of industry pros and amateurs alike, Eater has an uncanny knack for finding out what's opening where, who's serving what, and how it's all going down. Find out [what's new](#) in Chicago.



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comment on concepts that I think are cool, introduce you to some great new ingredients and to introduce you to others in the business who think like me. This is not about me per se but a little kudo's or a pat on the back is always nice.

Enjoy the month and I will see next time

Chef John Reed, CEC, CCA, ACE

Beer - What Else Can I Say



Firestone Beer- Union Jack:

My son asked if I had one beer to drink, this may be up there.

On tap is my choice but this brings me back to when I was in boarding school just sneaking into pubs to get a pint. This was long before [CAMRA](#) was in vogue.

Learn more and check out the Brew Master [here!](#)

Ingredients In My Pantry

Verjus Wine

I always keep both white and red verjus in the pantry. It is a great American version of a unripe grape juice used as an alternative to vinegar. I use it for brining and finish sauces.



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