



THE LEGAL LEDGER

If it isn't fresh, it isn't Legal!

Newsletter for the Staff of Legal Sea Foods

February Service Anniversaries

5 years

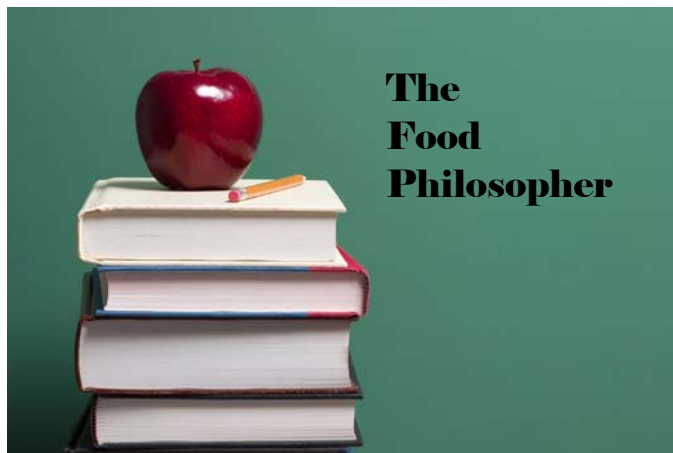
Catherine Gallagher	Framingham
Walter Ifran	Prudential
Ashley Kelley	Charles Square
Eustaquio Mendoza	Framingham
Marco Moraes	Burlington
John Poli	Burlington
Robert Rivera Jr.	King of Prussia
Monica Rojas	Garden City
Ram Singh	Prudential
Dzmitry Stasevich	Prudential
Monica Stein	Kendall Square
David Topian	QCC – R&D
Poedad Valencia	Prudential
Joseph Weiss	White Plains

Haitian rum adds authentic flavor to fundraising dessert project

The devastating earthquake in Haiti has touched people all over the world but certainly some very personally here within Legal Sea Foods. Dozens of our employees call Haiti their homeland, and many of our staff members have multiple family members back home. While some have received terrible news of death and property destruction, others have been blessed to get word of relatives reaching safety. For still others, there is no news at all, which is troubling beyond measure.

Legal's President and CEO, **Roger Berkowitz**, has been in touch with many of these Haitian employees. Wishing to do something concrete to help, he proposed a month-long fundraising campaign in the form of a special dessert. *Haitian Rum Raisin Bread Pudding* (shown below) is already on the menu at all Legal restaurants, and the sweet treat will allow our guests to participate in the project. Proceeds from the dessert sales will benefit UNICEF and the Partner in Health organization. Legal Sea Foods hopes to realize tens of thousands of dollars for rescue and relief programs.

(continued on page 2...)



Some people wanted champagne and caviar when they should have had beer and hot dogs.

- - - *Dwight D. Eisenhower*



Legal's Datebook

Find Legal teams at these great events. We serve great food — and provide even better community service — to dozens of worthy organizations.

February 1

Taste of Long Island
to benefit the Coalition
Against Domestic Violence

*The Carltun at Eisenhower Park
East Meadow, NY*

February 1

Sonoma-Cutrer Wine Dinner

*Legal Sea Foods Restaurant at Park Square
Boston, MA*

February 4

Chocolate Decadence event
to benefit Junior League charities

*Legal Sea Foods Restaurant
Boca Raton, FL*

February 19

Allianz Gold Championship
to benefit Boca Raton Community Hospital

*The Old Course at Broken Sound
Boca Raton, FL*

February 23

Sonoma-Cutrer Wine Dinner

*Legal Sea Foods Restaurant
Atlanta, GA*

February 25

The Atlanta Wine Opener
to benefit Cystic Fibrosis Foundation

*Mason Furer Fine Art Gallery
Atlanta, GA*

(... *Haitian dessert, continued from page 1*)

Assistant Director of Culinary Menu Strategy and Development **Gina Palmacci** developed the bread pudding recipe. First she consulted with Warehouse Manager **Rene Louis** and Fish Department Manager **Frantz Dormeus**. Both these QCC employees are from Haiti so they gladly shared recipes for traditional Haitian desserts. Palmacci tested their versions, and did some culinary research. Eventually, she took the flavor profiles of their authentic Haitian creations and came up with the more familiar bread pudding concept that hits those same taste notes. Each Legal restaurant will follow this recipe and bake the pudding in-house. It includes buttery brioche bread, rum-soaked raisins, rich custard, whipped cream and a hot rum caramel sauce — yum! Servers talk up the dessert with guests and it's also showcased on menu feature pages and in check presenters.

Of course using a Haitian product in the plan was very deliberate. It highlights the fundraising aspect and also directly supports a leading Haitian industry. The island nation's own Ministry of Rum website explains :

"About ten miles from the capitol city of Port-au Prince is the rural town of Damiens – home to the Barbancourt distillery since 1862. From the fertile fields surrounding the distillery, sugar cane is grown to maturity and then harvested by hand. Once cut, the cane is hauled by ox-drawn carts or small trucks. Planting and harvesting cane by hand is very labor-intensive. Combined with the distillery operations, Barbancourt provides employment for about 200 people in a country where unemployment and political turmoil have been part of the landscape for generations."

In Legal's inspired dessert, that same Barbancourt Rum figures fittingly and deliciously.



I • N • S • I • D • E

The Legal Loop

7th STREET — Assistant General Manager **Galen Prisbrey** sent word that this location hosted “Dinner: Impossible” television chef Robert Irvine as well as Minnesota’s Senator Al Franken on Saturday, January 9th. “Both guests enjoyed their evening with Legal,” said Prisbrey.

SOUTH FLORIDA — With Winter temperatures so outrageously cold, even sunny South Florida was eager to warm up with Clam Chowder! On January 14th, Legal’s Executive Director of Culinary Operations **Jeff Tenner** appeared live on the WSFL-TV Morning Show in the Miami-Fort Lauderdale-Palm Beach area. Explaining that January is National Soup Month, Tenner executed an on-camera demonstration of how to prepare the “American regional specialty so notable that it has been served at every U.S. Presidential inauguration since 1981.” Tenner also noted that Legal Sea Foods observed its own version of a ‘Legal holiday,’ that of “Chowda Day” in all Legal Sea Foods restaurants on January 20th. The promotion celebrated the company’s 60 years of business by offering guests a cup of the chowder for just 60 cents.

In other regional exposure, Legal was featured in *The Dish* on the *Palm Beach Post* website. This online segment showcased Tenner and Legal’s restaurant at Boca Raton. With cameras rolling to film the entire procedure, Tenner cooked a batch of Legal’s famous New England Clam Chowder. *The Dish* is an extremely popular section of the website, so it provided great ongoing publicity for our Boca Raton store.

WARWICK — In a related Chowder Day event, Area Chef **Peter Doire** sat in on a live radio segment at WBRU. Found at 95.5FM, the station originated on campus at Brown University in Providence, RI. Today the commercial operation is known for playing alternative rock, hip-hop and jazz music. The morning DJ interviewed Doire about Legal’s history and the importance of chowder as a staple in New England’s regional cuisine. Doire described the chowder-making pro-



Area Chef **Peter Doire** (left) was cool as a cucumber behind the microphone during a live interview on WBRU. The veteran chef chatted with the show host and call-in listeners about Legal’s very own holiday, “Chowder Day” which is celebrated each January 20th.

cess and brought along all the ingredients to whip up a savory batch as listeners followed his every move during two program segments.

“Chef Peter was a pleasure to have in the studio, and the staff really enjoyed the chowder sampling!!” station rep Michelle Hanson commented later.

CHARLES SQUARE — When Cambridge crime novelist Robert Parker died unexpectedly in mid-January, his loss was universally mourned. The award-winning writer had penned many novels including the immensely popular books portraying a Boston private detective. This series eventually found its way onto television as *Spenser: for Hire*. Parker and his wife Joan were widely known for their generous philanthropy. But staff and guests at Legal Sea Foods in Charles Square knew him as a Friday night regular.

Bartender **Raya Mutti** said Parker and a writing buddy commandeered the corner barstools in this quiet Cambridge restaurant and always enjoyed drinks and dinner. “They’d usually have margaritas, occasionally martinis, and Mr. Parker especially enjoyed our Tuna Sashimi,” she said of the weekly routine. The staff often held Parker’s favored space open by feigning a guest who’d

(continued on page 4...)

(Loop, continued from page 3)

stepped away for a moment, perhaps to the phone or rest room, by staging a half-empty drink at the place setting.

On the night after Parker's death, Key Associate **Ramon Salcedo** said guests gathered around the bar spoke fondly of the wildly-successful but very down-to-earth writer. "When he and Mel (Parker's friend) came in, they were just two funny guys, very creative," Salcedo remembered. "They'd tease the staff and tell jokes. We and all our regular guests will miss Mr. Parker." Indeed, Salcedo and Mutti noted, it seemed by unspoken agreement that Parker's usual seat was quietly and respectfully left empty all night after his death. "No one asked for this courtesy, it just happened," said Mutti.

In the future, guests perched in this particular seat will know about its history. A small golden plaque will be affixed near that chair, noting the prominence of its former occupant.

LOGAN C BAR — It was all good news for this location when Executive Chef **Rich Vellante** proclaimed it the company's 4th Quarter "Catch of the Quarter" winner. Congratulations are in order for Restaurant Director **Charley Wright**, Area Chef **Leo Leite**, Sous Chef **Sebastio Pignaton**, Restaurant Managers **Travis Ross** and **Melissa Sturgeon**, Kitchen Manager **Josh Garland** and the whole Logan support team. Tied for second place in this quarterly contest were 7th Street (D.C.) and Paramus (NJ).

QUALITY CONTROL CENTER — As an organization, Legal Sea Foods gets involved in philanthropic projects from Massachusetts to Florida and sometimes points beyond. But it's always especially satisfying to do good in our own backyard. For the past few months, QCC employees have been volunteering Wednesday afternoons to tutor kids at the Gavin Middle School in South Boston. Mail Order's **Diane Abramson**, Purchasing's **Les Abramson**, New Business Development's **Matt Berkowitz**, Training's **Lauren Sweicki**, Employee Relations' **Leah Hurley**, Culinary's **Rich Vellante** and Legal's **Heather Lacey** have participated. Working in small groups or even one-on-one, the visiting tutors work with kids on homework tasks, extra-help

sessions, vocabulary drills, and writing exercises. Ms. McGlone's Writing Workshop has surely benefitted from the varied skills and layers of expertise offered by our volunteers. Thanks to all for sharing knowledge and enthusiasm for learning.

Service Star

Framingham (MA) shines with this month's Service Star in the person of **Renee Riedel**. General Manager

Dan Hebenstreit said "She's a phenomenal pick! Renee is so gregarious, a very pleasant addition to our staff." And she is indeed a new addition, having joined Legal Sea Foods only in late 2009. The 25-year-old hails from Pennsylvania and is working while contemplating a return to graduate school.



An impressed guest wrote: *"I was in Natick for business and dined at your nearby restaurant for dinner.... A young lady named Renee ... was the most delightful and nice server I have ever encountered ...! My profession involves a lot of traveling and dining out. People like [Renee] make it enjoyable and relaxing ... especially during the holidays when away from family."*

"I am not surprised to see [Renee] already having the kind of impact that guests notice," said Hebenstreit. "When interviewing her, it was apparent that her personality would be a great addition to our team. As she transitioned from training to the floor Renee didn't miss a beat. Her disarming nature, matched with the desire to provide guests with an outstanding experience, made her stand out immediately. [She] is certainly an asset to Framingham's team and, of course, for the Legal Sea Foods brand."

"I would like her personally acknowledged for her superior service ..." the guest echoed. *"Renee is a fabulous asset to your company. Thanks to her again for an enjoyable evening."*

This newsletter is produced at the Quality Control Center for all Legal Sea Foods employees. If you have story ideas, please call Carla Celona at 617-530-9175 or e-mail: ccelona@legalseafoods.com