

Chez Panisse





요리사 최민구

- 아주대 화학공학 학사
- 세종대 외식경영학 석사
- 미국 CIA 요리학교 AOS 졸업
- 'Farm to Table' 레스토랑
Chez Panisse 근무
- 'Farm to Table' 레스토랑
Willow's Inn 요리사



Chez Panisse

조직도

Foundation
(재단)

Restaurant
(음식점)

Café
(카페)

Edible School Yard (먹을 수 있는 학교 운동장)
어린이들을 위한 음식교육 프로그램_학교에

미국 내에서 다양한 로컬, 유기농, 제철 음식관련 캠페인을
캘리포니아 뿐만 아니라, 미 전역에서 상징적인 다양한 활동을 전개

Slow Food International 부회장으로 활동하면서
미국을 넘어 세계적으로 그 영역을 넓히고 있다.

WELCOME TO
THE EDIBLE SCHOOLYARD

WELCOME







THE LIFE + TIMES OF LE PUMPKIN



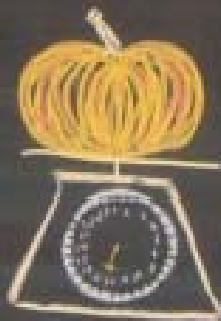
MARCH
2010

started in the
green house
from seed.



JUNE - PLANT SEEDLING

JULY, AUGUST, SEPTEMBER = GROW BIG!

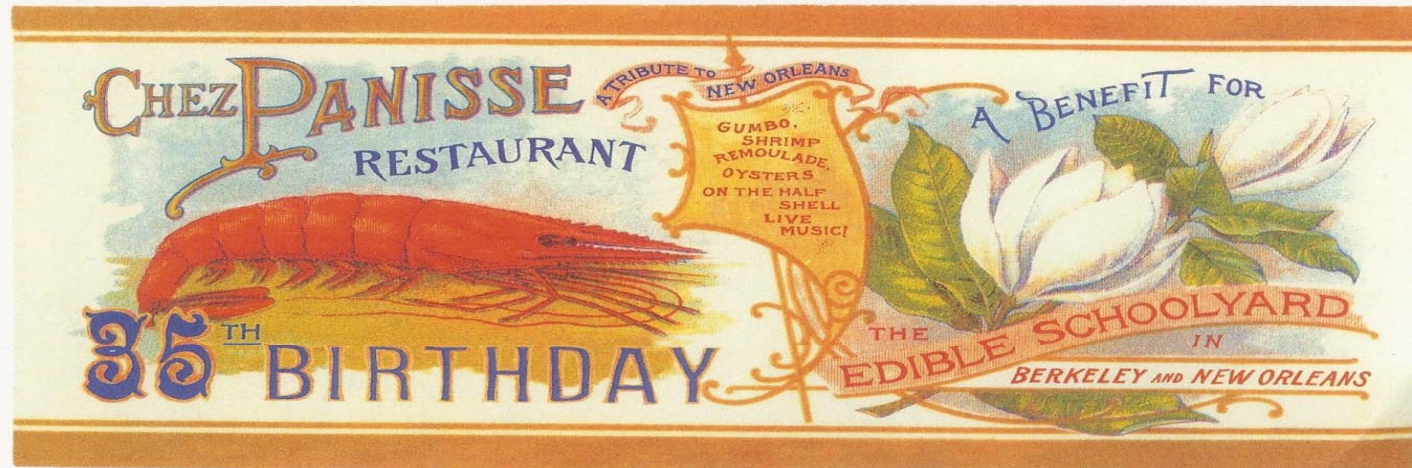


SEPTEMBER = HARVEST + WEIGHED



DECEMBER =
PUMPKIN PIE!!

The photo shows me and Tony Recasner, the principal of Samuel J. Green School in New Orleans. Tony started The Edible Schoolyard program there in the wake of Hurricane Katrina. For the restaurant's thirty-fifth birthday we had a New Orleans-style benefit to raise funds for the new Edible Schoolyard, complete with an all-day sidewalk "Café du Monde" serving beignets and café au lait.



DAVIA NELSON (*NPR's Kitchen Sisters*): During The Edible Schoolyard Washington lobbying lunches, several of the senators and representatives suggested that Alice start another Edible Schoolyard, this one in the South, where juvenile obesity and diabetes were off the charts and where it would be closer to Washington so more elected officials might visit. Alice and I talked about it. We thought, where in the South was the confluence of a school, a principal, and a supportive community?

Later, on New Year's Day, we were sitting in Alice's kitchen. It was just five months after Katrina, and I was headed to New Orleans with my tape recorder. "New Orleans. That's where the next Edible Schoolyard belongs," Alice said. "They're starting from scratch, we could help in the rebuilding. Find me an angel there who can make this happen." Two hours after I'd landed I found myself gathered around a dinner table with Randy Fertel—a writer, activist, philanthropist, and a great cook who'd grown up in New Orleans. We started talking about Katrina and the aftermath, and I told him Alice's idea, and in a split second he said, "I know just the school. I know just the principal. I'm in." We picked up the phone and called Alice. The New Orleans Edible Schoolyard began.





ART FOOD HOPE

ON THE EVE OF THE PRESIDENTIAL
INAUGURATION, CELEBRATE A
NEW BEGINNING FOR THE
AMERICAN TABLE



ALICE WATERS INVITES YOU TO JOIN ACCLAIMED
AMERICAN CHEFS, FARMERS & ARTISTS AT ONE OF TWELVE
INTIMATE DINNERS IN WASHINGTON, D.C., HOMES TO BENEFIT
D.C. CENTRAL KITCHEN, MARTHA'S TABLE & FRESHFARM MARKETS

PARTICIPATING CHEFS: JOSÉ ANDRÉS, DAN BARBER, LIDIA BASTIANICH,
RICK BAYLESS, DANIEL BOULUD, TOM COLICCHIO, FLOYD CARDOZ,
JOAN NATHAN, SCOTT PEACOCK, NANCY SILVERTON,
ALICE WATERS, RUTH REICHL, DANNY MEYER & FRIENDS

MONDAY, 19 JANUARY 2009 ∞ SEVEN O'CLOCK P.M.

Slow Food Nation '08

Come to the Table





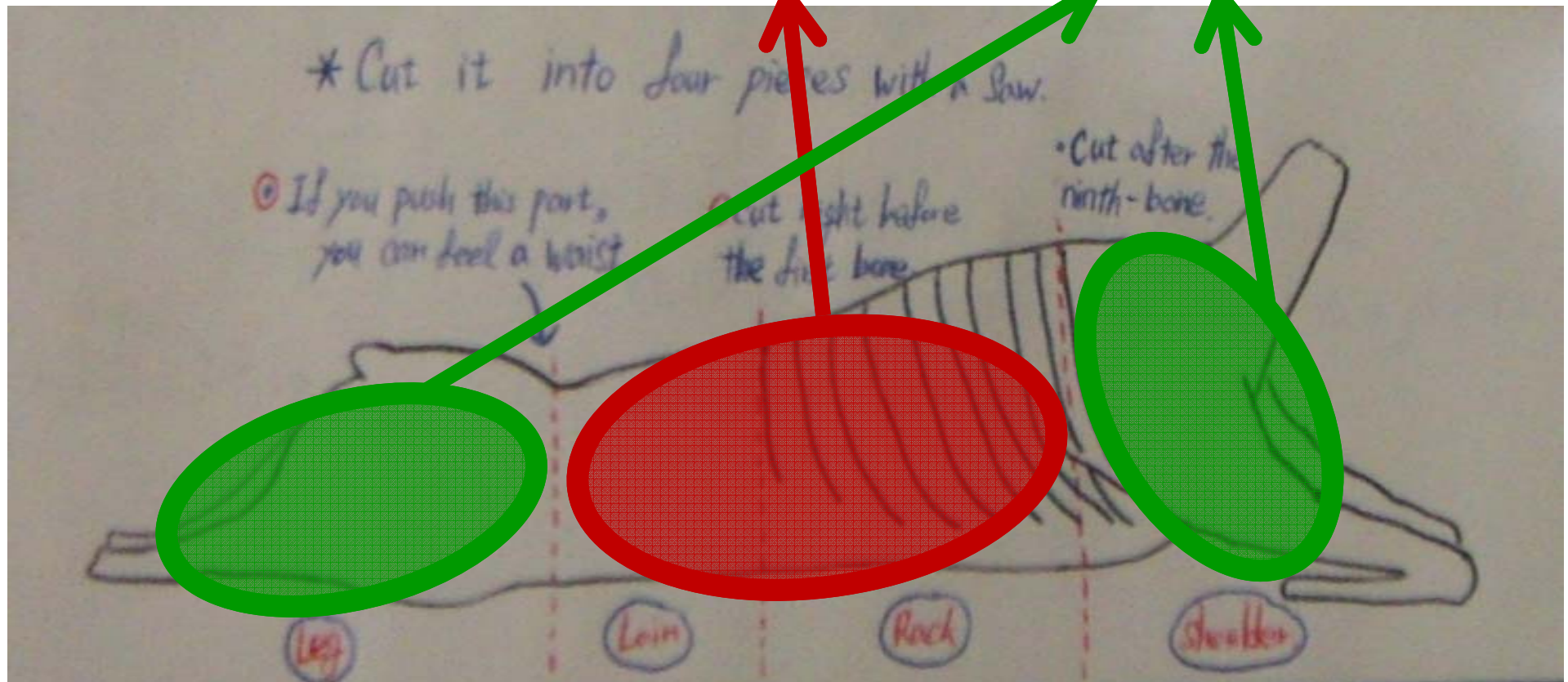
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조직도

Foundation
(재단)

Restaurant
(음식점)

Café
(카페)



생산자명 표기

Chino Ranch, James Ranch

1. 고객에게 우리의 생산자를 홍보한다.
=> 건강한 이미지, 신뢰도 상승

2. 좋은 농산물을 공급받는 안전판 역할

* 생산자 => 좋은 식재료 => 좋은 음식 => 좋은 평판

3. 생산자는 간접적인 광고 효과를 얻는다.

=> 셰프 '장 베에르'와 소고기

* 원칙을 지키는 레스토랑에 납품 한다는 것
=> 좋은 농산물이라는 검증을 받은 것

기본 메뉴구성

1. 샐러드
2. 파스타, 스프, 리조또
3. 메인 (육류)
4. 디저트

네 개의 카테고리만 가지고 있으며, 계절이나 생산자의 상황에 따라 매일의 메뉴와 그 구성요소들이 달라진다. (생산자와 상호 조율하는 관계)

Chez Panisse 레스토랑 예약

2월 1일
(예약일)

3월 8일 쯤
(메뉴공개)

3월 15일
(식사당일)

- 한달 반 정도 전에 예약을 해야 원하는 날에 식사가 가능하다.
 - 고객에게 메뉴가 공개되는 때는 보통 예약일로부터 일주일 전
 - 생산자의 상황에 따라 식사당일에 메뉴가 변경되기도 한다.
- ⇒ 그럼에도 불구하고 손님이 이렇게 많다는 것은, 바뀌는 식재료에도 불구하고 음식의 질이 유지 된다는 것



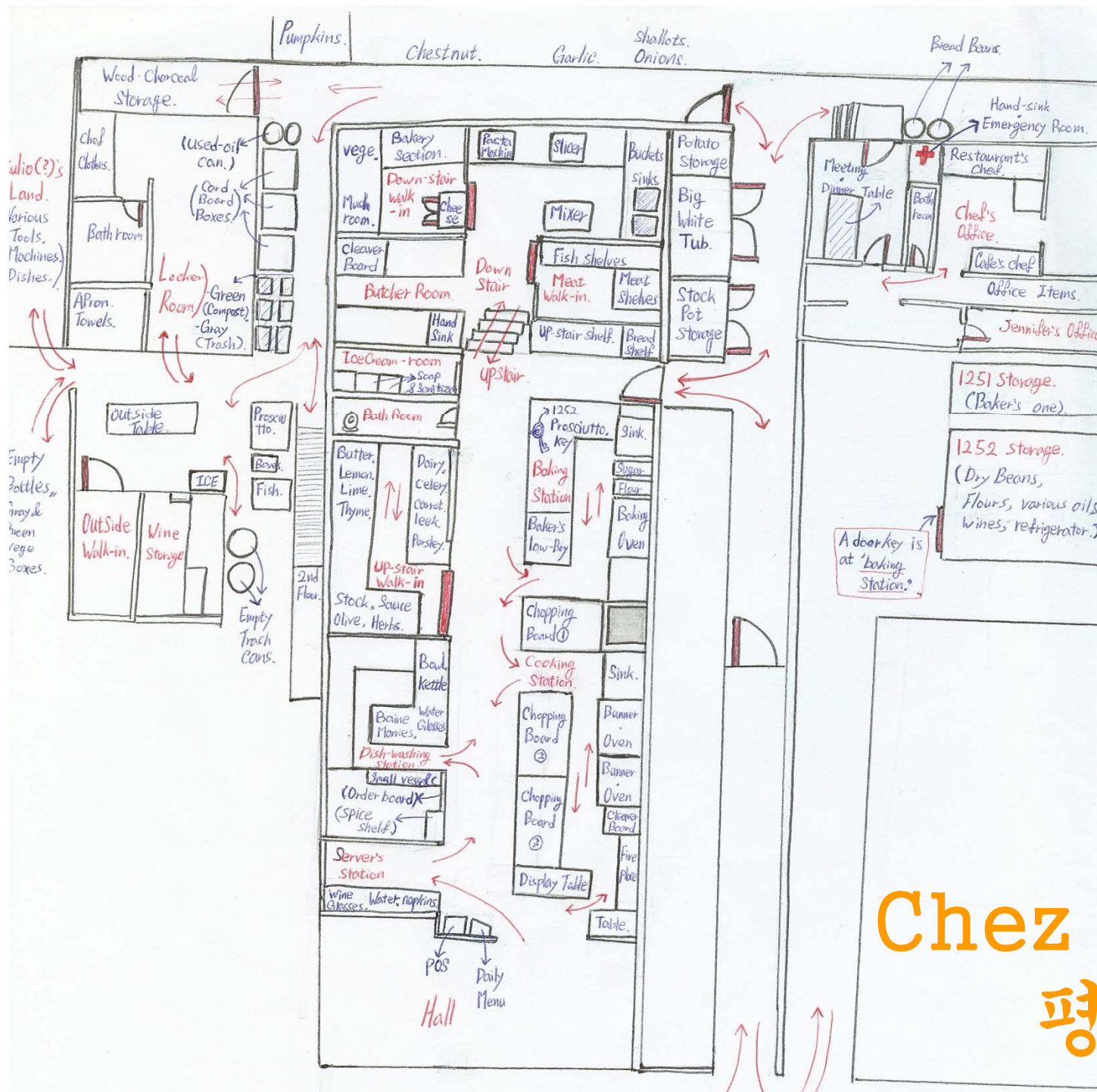
Chef: 데이비드 테니스, 장 뵈에르_30년

Sous Chef: 제롬_27년

Line Cook: 고든_25년 이상, 에이미_17년, 아론_10년, 다니엘_6년

업체 평균 근무기간: 2년 반~3년

Chez Panisse 평균 근무기간: 20년 이상



Chez Panisse

평면도



업체 최고 수준의 복지

1. 의료보험
2. 치과보험
3. 유급휴가

=>신입사원 부터 주방장까지

Family Meal

1. 고객과 동일한 코스를 먹는다.
2. 와인과 함께 먹는다.
3. 1차 서비스 5:30 ~ 7:30
직원식사 7:30 ~ 8:00
2차 서비스 8:00 ~ 10:00
4. '즐거움'과 '발전'

총 리뷰

1. 생산자 표기 (Local Food)

=> 생산자와 음식점, 소비자까지 모두가 이익을 얻는 '선 순환' 형성

2. 매일 변화하는 메뉴 (Local Food)

=> 지역에서 나는 제철음식을 최대한 활용

=> 식재료 공급 상황에 유연하게 대처

=> 공급자와의 관계 강화

3. 지속 가능한 경영 (Sustainability)

=> 훌륭한 공간에서 함께 만들고

=> 소비자들과 동일한 음식을 같이 먹고

=> 철학을 공유하는 직원들을 최대한 존중한다.

***모델의 한계

1. 캘리포니아의 따뜻한 기후와 훌륭한 자연환경

2. 잘 발달한 캘리포니아의 지역농업

3. 40년 동안 만들어온 신뢰관계, 역량, 식구들

새 내기의 생각

내가 로컬 푸드 음식점을 만든다면?

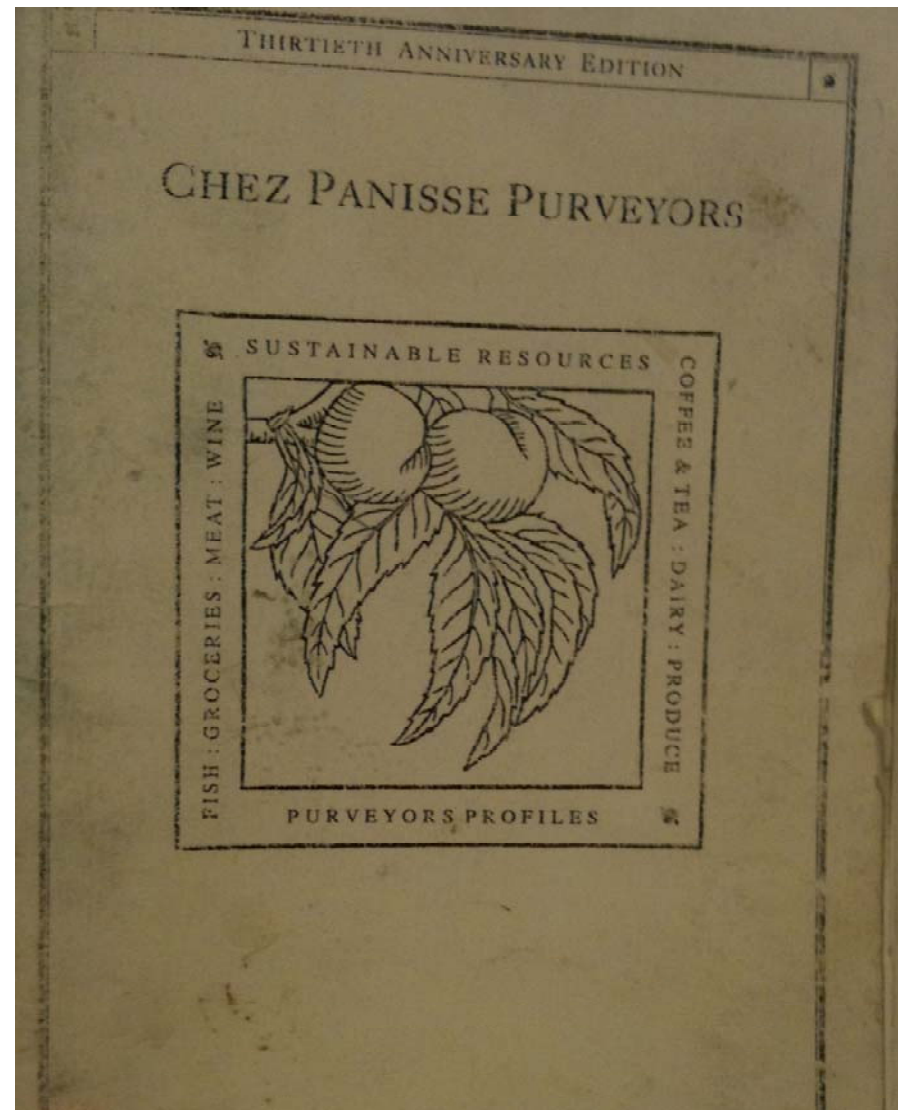









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STRAUS FAMILY CREAMERY

13

PROPRIETORS:
Straus Family
P.O. Box 768
Marshall, California 94940
Voice 415.663.5464

SIZE: 660 acres
YEARS IN OPERATION: 7
EMPLOYEES: 25 year-round
Certified Organic Dairy
family@strausmilk.com
www.strausmilk.com

"The Straus dairy began when our father, Bill Straus, began farming in 1941 on the cool coastal shores of Tomales Bay, 60 miles north of San Francisco, with 23 cows. In the early 1960s, our mother Ellen read the book *Silent Spring* by Rachel Carson, beginning the family's strong commitment to environmental sustainability. These efforts still guide us today.

"When Albert, Bill and Ellen's oldest son, converted the dairy to organic in 1993, our farm became the first organic dairy west of the Mississippi. Albert next opened Straus Family Creamery to bottle milk and produce other organic dairy products under the family name.

"Our philosophy is to make the highest quality products while remaining responsible and always working to improve land, environmental, and herd management. Products are made the old-fashioned way, in small batches, preserving their unique regional flavor. We keep our herd small to keep them healthy and to protect the land from erosion. Our cows graze in the fields. We grow 50 percent of our own feed. We've installed a methane digester that we hope will eventually power our dairy and our creamery.

"In 1996, our nearby friends, the Tresch family, transitioned to organic and became an extended part of Straus Family Creamery. Monthly tours from spring through fall are organized through the Marin Agricultural Land Trust (415) 663-1158."

Products:

Milk, butter, yogurt, and cream

Outlets:

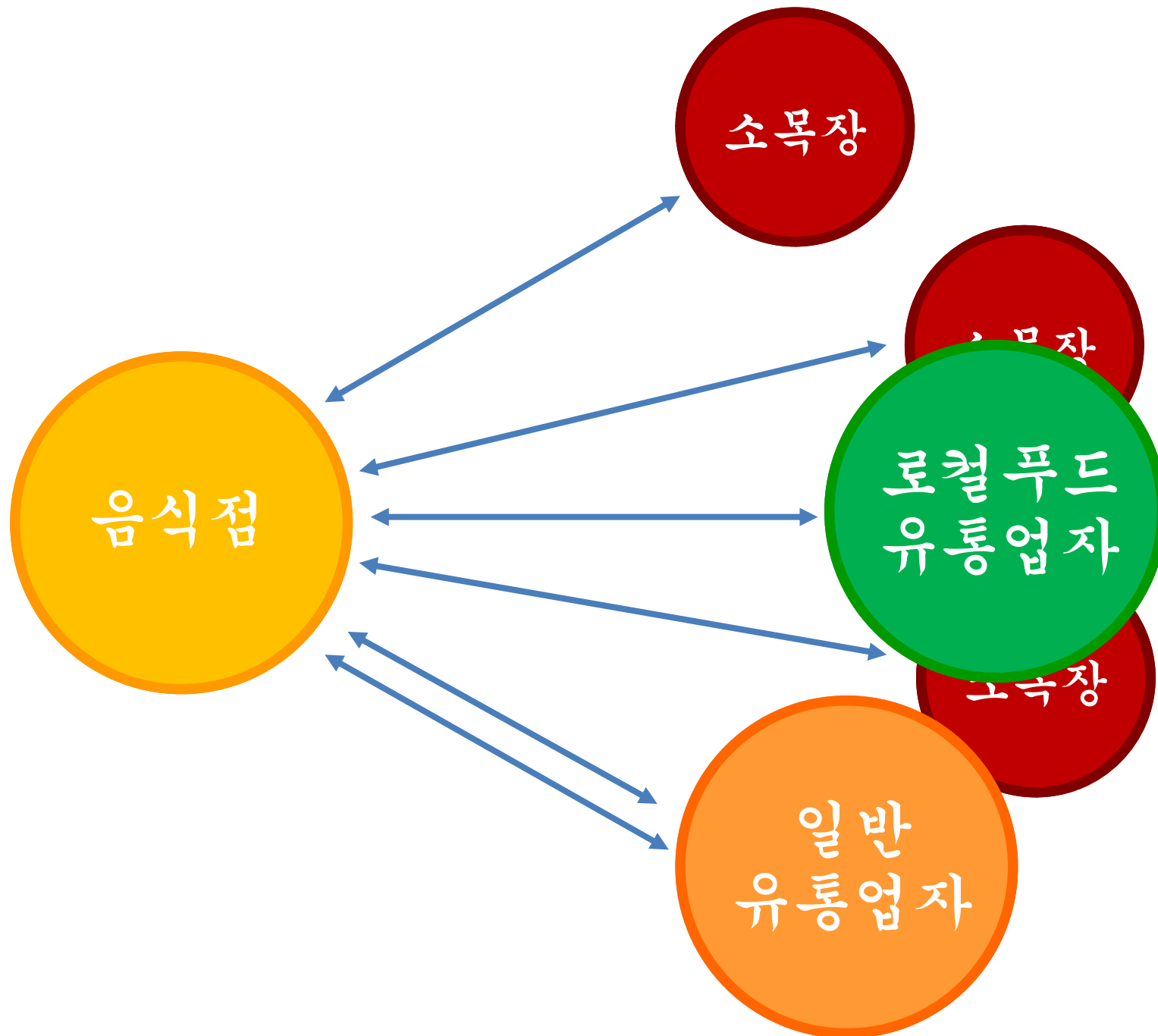
Farmers' markets, restaurants, retail, wholesale

"Every step we take in our business takes into consideration what effect it will have in regards to waste and environmental responsibility. It's who we are and what our company stands for."

DAIRY

생산자 정보

1. 생산자 이름
2. 주소
3. 전화번호
4. 이메일
5. 홈페이지
6. 운영기간
7. 생산자 규모
8. 생산자 소개
9. 생산품
10. 판매경로
11. 생산자 철학





감사합니다.