

fresh ideas for beef and lamb in foodservice

chef's *special*

ISSUE 31 • MAY 2000

**Feeding
the Olympic
multitude**

Go for Goat

*Burgers: the
search continues*


MEAT & LIVESTOCK
AUSTRALIA

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Cover:

Front: Mutton and mushroom pie
with mash and onion jam.

Behind: Veal cutlet parcel with
seasonal vegetables.

Welcome

Welcome to the latest issue of *Chef's Special*. Summer is well and truly behind us, winter is just around the corner, so this is very much an autumn edition.

We look at the snowballing phenomenon of Mother's Day in foodservice, talking to 3 Adelaide eateries. We also look ahead to the Olympics, and the huge catering tasks that are involved in such a major and prolonged event.

We also focus on less well-known meats, with articles on goat (see Feature Cut) and on branded mutton and hogget products. We continue our series on dining history, with the spotlight on the 1920s.

It's important to us that *Chef's Special* reaches its intended audience of culinary professionals, and to that end we are currently updating our mailing list. If for any reason your details are incorrect or have changed, photocopy and fill in the form below and fax it to us at (02) 9439 6614. If you know of someone who would find the magazine useful, but doesn't receive it at present, please pass on their details as well.

Culinary regards



National Operations Manager – Marketing
Meat and Livestock Australia

PLEASE PRINT IN BLOCK LETTERS

Your first name Mr / Mrs / Ms _____

Surname _____

Name of your establishment _____

Type of establishment pub club restaurant hotel/motel catering

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• N S W •

TOUR PROVIDES INSIGHTS

A select group of leading chefs, restaurateurs and food writers received valuable insights into beef production and the new MSA eating quality guarantee during last month's "Conception to Consumption Tour", organised by Meat & Livestock Australia. Participants, including Matthew Moran (Aria), Steve Manfredi (bel mondo) and Stan Sarris (Banc) visited the Rockdale Feedlot & Abattoir at Narrandera; Mulguthrie, a pasture-fed cattle property near Condobolin; and the Wombramurra cattle property near Nundle using holistic land management practices. They stayed at the award-winning Jenkins St Guest House in Nundle, run by Judy and Peter Howarth, who own Wombramurra. The trip was designed so that these key food industry opinion leaders could "visualise MSA from the ground up," MLA explained.



Top: A selection of the field trip group at 'Wombramurra' cattle property, Nundle.

Above: (left to right) Barbara Sweeney (freelance food writer - attended field trip on behalf of Elle Cuisine), Michele Cranston (Food Editor, marie claire) and Jennene Plummer (Food Editor, Super Food Ideas).



Just three of the fantastic entries in our National Burger Competition

• B U R G E R C O M P •

In the last issue of *Chef's Special* we went in search of Australia's Best Burger, launching our National Burger Competition, with prizes to the value of \$2,000.00. The response has been so great that we have decided to extend the deadline to Friday June 9, 2000. If you have already entered the competition, good luck! If you would like to enter, simply fill in the entry form on page 15 of this issue, enclose a photo and recipe of your favourite burger and send it to: Chef's Special Burger Competition, PO Box 1514, Crows Nest, NSW 2065.



Going for gold

With the Olympic torch relay now underway, the stopwatch is well and truly ticking for Sydney's Olympic and Paralympic preparations. Sporting venues, transport, accommodation providers and caterers are all bracing for a huge influx of visitors - athletes, families, officials, spectators and the "Olympic family", not to mention the many thousands of Olympic volunteer workers and staff.

Stadium Australia, the main Olympic stadium, will be the focus for the opening and closing ceremonies and track and field events - about 10 days in all. The stadium, built for the games, was completed last March, at a cost of \$615 million. It has a capacity of 110,000.

Catering at Stadium Australia is handled by Sodexo, an established international caterer, based in France, with operations on 5 continents. Other major sites in Australia include the Sydney Opera House and Melbourne's Flemington Racecourse. At Stadium Australia, the company will handle both corporate catering and entertaining, and the fast food outlets in each level of the stadium.

Executive Chef Dieter Grun, is overseeing corporate dining. The stadium boasts 110 private suites (most with dining rooms for 20), 160 open corporate boxes, restaurant, brasserie and gold members dining room, 4 function rooms with seating capacity of around 200 and The Millennium Room which can seat up to 1,000 (or 1,500 for cocktails).

Apart from sponsors and corporate box holders, catering is required for the Olympic workforce, the Olympic family and the media.

To cope with these numbers, he has a kitchen staff of some 200, from a total of 2,400 catering staff on major event days. These have included major Olympic test events, including world record crowds for Rugby Union and Rugby League games.

The main kitchen is 50 metres long, and the venue also includes 19 satellite kitchens.

Up to 7,500 people can sit down to dinner during one event.

Over the 10 days the stadium will be in use, some 1.6 million people are expected to visit it, including 4,000 a day in the corporate suites. This all adds up to 230,000-260,000 covers during the Olympic Games. A rough breakdown reveals 20,000 covers for the Olympic family; 120,000 for the Olympic workforce; 70,000 through delicatessen outlets; and 50,000 for corporate hospitality.

"During session times, approximately 20,000 covers a day will be produced. Each person will eat approximately 300 grams of food per meal, which equals 6 tonnes of food per day. Beef, veal and lamb will account for about 40% of all menu items", Mr Grun said.

"With so much beef and lamb on the menus, we talked to



all of our meat suppliers a long time ago to ensure there were no difficulties with supply," Mr Grun explained.

Corporate dining alone will use 2 tonnes of food per day, including 40,000 meat cuts, 150,000 bread rolls, 10,000 gourmet sandwiches and 20,000 other sandwiches. To cater to the different requirements of visitors most of the meat cuts used are Halal-approved.

Despite the vast numbers involved, microwave ovens will not be used. Instead, food is prepared in a cook chill system.

The Olympic Games is seen as a wonderful opportunity to showcase Australia's produce and cuisine to the world. While the general spectator will be enjoying such staples of the fast food market as hamburgers, pies, noodles and pizza, corporate diners will sample some of the best we have to offer.

Among the dishes on offer showcasing fine Australian red meats will be:

- Grilled medallions of Angus beef with bush tomatoes, autumn vegetables & a rosemary jus;
- Slow-cooked deboned veal shanks on a

red wine sauce with a medley of young garden greens; and

- Osso Bucco with creamy polenta scented with garlic & Italian vegetables.

Dieter Grun is no stranger to challenges - or to large numbers. He graduated with a Masters degree from the renowned Heidelberg Hotel Management School in Germany and went on to gain experience in European Michelin Star restaurants and 5-star hotels. His resume includes work in Berlin, Shanghai and Australia where he was appointed Chef de Cuisine for Sheraton Mirage at both Pt Douglas and Gold Coast. He moved to Sydney for the opening of the world's first Renaissance Hotel, where he introduced the first "East meets West" fine dining in a hotel property in Australia.

The next step was a 3-year stay in Seoul, where he ran the largest Renaissance food and beverage operation in the world. Here he was in charge of 250 chefs and 6,000 meals per day across restaurants and banquet rooms. Then it was back to Australia as Executive Chef for 4 years at Australia's most luxurious resort, Hayman Island .

In mid 1998 Sodexo appointed Dieter to implement their vision for food for the Olympic stadium. After a year of successful operation at Stadium Australia, Dieter and his team look forward to the challenge of the Olympics with confidence and anticipation.





Eating out with Mum

In recent years, Mother's Day has become something of a foodservice phenomenon.

Perhaps mothers just got fed up with the inexpert cookery of their partners and children. Or maybe they felt they deserved more of a treat on their big day. Whatever the reason, Mother's Day has become big business.

Many eateries, especially major hotels and destination restaurants, offer special packages. These can range from a simple set menu to champagne on arrival, flowers and even gifts for each mother. Newspaper advertising for such packages rivals that for other major events such as Melbourne Cup Day or New Year's Eve.

Chris Sellors, Chef De Cuisine, at the fine-dining restaurant Blake's, at the Adelaide Hyatt Hotel, says that the restaurant does not usually open on Sunday.

"But we do open for Mother's Day - we do a special set menu every year," he said.

"We wouldn't open on a Sunday if we didn't know we would have enough diners to make it worth our while. We're normally full on Mother's Day - about 55 to 60 covers."

This year's set menu features chicken, but last year's Mother's Day special proved so popular it has made its way onto the restaurant's new menu. It featured a cold-smoked fillet of beef (grain-fed Angus) with morel mash and a cabernet sauvignon sauce infused with morels. Other popular choices at present include char-grilled porterhouse, and baby lamb.

By contrast, Bernard Oehrli, of established Adelaide eatery The Manse, says he hasn't opened on Mother's Day for the past few years "and we probably won't be opening this year, either".

He says the Adelaide market is fairly price-sensitive, and many diners are not willing to pay the higher price necessary to cover added staff costs. In addition, some staff prefer to spend the day with their own families.

At Charlick's Feed Store in Adelaide's East End, they are taking a more moderate approach to Mother's Day - the restaurant will open, but with its regular a la carte menu on offer.

"Last year, Mother's Day was a big day for us - a very busy day," says chef Joe Campbell. "This year is still a bit of an unknown quantity, but the bookings are coming in."

While there will be some emphasis on game birds (due to the season, and the restaurant's links with Maggie Beer, of the legendary Pheasant Farm), red meat will certainly be a feature. Charlick's Feed Store is known for its sensitive use of fine regional produce.

Entrees will include an offal dish (lamb sweetbreads or brains are most likely) and the grass-fed beef which is one of the eatery's signatures will be among the mains on offer. Beef fillet will be served on a parsnip puree, accompanied by parsnip chips - perfect for a May Sunday in Adelaide.

Insert: Chris Sellors Chef De Cuisine at Blake's Restaurant, Adelaide Hyatt Hotel.

Main Pic: Cold-smoked fillet of beef with morel mash (Blake's).



The 1920's: *When food* was foreign

By Rita Erlich



We all recognise what modern Australian cooking is like. It is not always easy to define, but the general description is always the same: 'sort of Mediterranean, sort of Asian.'

But it wasn't always like that. In the 1920s, anything Mediterranean or Asian would have been abhorrent. The 1920s were an insular time in Australia. The Roaring Twenties? Not for everyone. No one in Australia wanted to hear languages other than English, no one wanted immigrants other than English-speaking. The immigrant laws and quotas reflected public opinion.

From 1925, all alien immigrants, including those from Italy, were required to have the sum of thirty-five pounds (later forty pounds) as a guarantee they would not become an immediate burden on the State. In 1928, quotas were imposed on immigrants from Italy, and in the following two years, fewer than 1,500 Italians came to Australia.

But despite the prevailing xenophobia, 'foreigners' were responsible for a good deal of eating and socialising, particularly in Melbourne and Sydney. And most of those foreigners were Italian.

Immigration has always been a deciding factor in the nature of restaurants in Australia. The good early (19th century) restaurants were run by the Swiss and French. French was the cuisine of choice for diners of the period, with large servings of beef and lamb, mostly roasted

and served with classic garnishes like Amber Forestiere (button mushrooms, grilled tomatoes, french fried potatoes and watercress) or Berichonne (braised chestnuts, glazed onions, braised cabbage and streaky bacon), or rich sauces such as Chasseur (demi-glace sauce with mushrooms, tomato, white wine and tarragon, finished with butter and parsley) or Raifort (horseradish sauce made with whipped cream and vinegar). But the Italians were in the long run more important.

The great cooking writer Margaret Fulton, who arrived in Australia as a child in 1927, recalls Sydney restaurants in the 1940s, including the Hotel Australia and Romano's. Most of the memorable places in Sydney, she writes in her recently published autobiography, *I Sang for my Supper*, "were demolished in the name of progress".

In Melbourne, the legacy of the restaurants of the 1920s and 1930s has endured in unexpected ways. There, perhaps even more than in Sydney, the restaurant scene was dominated by Italians.

Allan Wynn, son of Samuel Wynn who established the Florentino, wrote in a biography of his father that café society in Melbourne revolved around five establishments: Molina's, the Latin, the Society, Café Florentino, and Mario's. Such were the licensing laws that most of them started as wine shops, and the restaurants were added.

Mario's, however, grew out of a hotel dining room (which meant it was also licensed to sell beer). The Mario in question was Mario Vigano, whose grand-daughters Mietta and Patricia O'Donnell made important contributions to the industry from the early 1970s.

The first restaurants of note in 19th century Sydney and Melbourne had been French in style. In Melbourne, there was the Café de Paris, the Maison Doree, La Mascotte and the Crystal Café. There was also the Café Anglais.

But in the first decades of the 20th century, the two most important restaurants in Melbourne were Fasoli's and Café Denat. By all accounts, Fasoli's, which was in King Street, was Italian, earthily sophisticated, almost Bohemian. Café Denat, which first opened in 1893, eventually moved into a wine shop in Exhibition Street, and became a formal restaurant in a grandly Edwardian style, with a French menu. Its



Photographs courtesy of
Watson's Wine Bar

motto, on the head of the menu, was *Honi Soit Qui Mal Y Mange*.

Since they were largely catering for fellow-immigrants, Melbourne's Italian cafes did not need to Anglicise their menus. Instead, diners would have enjoyed classic Italian dishes like bollito misto (boiled mixed meats, including beef tongue and brisket, served with a green herb sauce), osso bucco, and pasta with various sorts of ragu.

The Café Denat is the centre of the wheel whose spokes are Melbourne's early restaurant industry and extend into the present. Calexte Denat's wife was Mary, née Watson. Her brother Jim married Griselda Panelli, the daughter of an Italian immigrant who provided vegetables for the café. Their son James Calexte Watson owned wine shops; their son Jimmy established Watson's Wine Bar in Lygon Street. Jimmy Watson's name is immortalised in the Royal Melbourne Wine Show trophy. Watson's Wine Bar is still going strong.

Jim and Griselda's daughter Grace married Rinaldo Massoni, who ran the Florentino restaurant. Griselda's sister married Tony Virgona, who had worked as a waiter at Café Denat, and they also ran wine bars which grew into restaurants.

The Café Denat itself was bought by Samuel Wynn (another non-English immigrant!) who moved its premises to his wine shop in Bourke Street. Its name changed to the Café Florentino when Rinaldo Massoni took it over, reflecting

the change in style from French to Italian.

It stayed Italian, partly because Rinaldo's son Leon took it over, and by the time it changed hands again, its identity was too strong to change. It remains most proudly an Italian restaurant, especially now that it is run by the family Grossi, who have added their name to that of the restaurant since they took it over in 1999. It is now Grossi Florentino.

The Society, run by the Codognotto family, grew out of an Italian community club, and remained an Italian (or Italian-style) restaurant until 1998, when its new owners renamed it the Café République – partly in deference to the discussion of an Australian republic, and also because the owners were French.

The Latin was taken over by Bill Marchetti, in whose hands there has been some major renovation of the building, but who has been a true custodian of its Italian heritage

Aussies tended to eat at home or in pubs. The Anglo population's diet at the time tended towards roasts, casseroles and stews, while pubs would offer counter meals of pies, sausages, roasted or braised meat. But for new migrants, restaurants and cafés were social clubs and places to speak their own languages in peace as well as places to eat. The Chinese had their restaurants, the small Jewish community that grew from the 1920s, had their own cafés. In the 1920s when non-English speakers were undesirably alien rather than multicultural, cafés and restaurants occupied a special place.

Broaden your sheepmeat repertoire

When Australian chefs think sheepmeat, they generally think lamb. It's not surprising, because the modern reputation of the older sheepmeats - hogget ("2-tooth") and mutton - has been poor.

But these meats - once staples of the Australian diet - are not necessarily inferior to lamb. They are different from lamb, and require different treatment. They are also more flavoursome than lamb, and stand up well when combined with stronger flavours.

Now, however, there are groups working to add value to these products and create a new market niche for them as branded items. We look at two such products.

Salt Bush Dija™

Salt Bush Dija™ is the brand-name for a fascinating product from South Australia, inspired by the salt-lamb of Normandy, the lavender-grazed lamb of Avignon and the famous mutton of Wales.

First launched in 1995 by Red and Beyond, the meat is dark, with a slightly game-like taste and little fat. When handled correctly, it produces a tender and flavoursome result.

Salt Bush Dija™ is produced from Merino sheep 18-26 months old which have spent at least 400 days on mixed salt bush pasture. They come from a network of graziers situated "south of the dingo fence and north of Goyders Line" in South Australia.

Arid saltbush country is not rich enough to produce great lamb, but these Merinos, slow-growing, large-framed and specially bred for dry country, handle the conditions well. The saltbush diet means they are not affected by the "greasy wool" flavour which can plague older Merino on conventional pasture.

New distribution arrangements are now in place for Salt Bush Dija™, which should be readily available again from this month (May). MasterCut Gourmet Meats are the national distributor, while Pace Trading handles the 20% of product which is exported, and also processes the meat. Stephen Schmitz, of Red & Beyond, expects to be offering around 200 sheep a week in total.



He says that, because of the typical Merino configuration, Salt Bush Dija™ has large leg muscles and compact eye muscles. The rump (cap on) would average 500g; cap-off would average 400g.

As well as vacuum-packaged standard cuts, Salt Bush Dija™ is also available in sausages. These are made with the forequarter, and their popularity has meant there is no problem with full carcass utilisation.

"It's a wonderful meat for slow-cooking - I always emphasise that if you roast it, it should be a slow roast to medium rare, and a good rest," Mr Schmitz says.

"It can also be pan-fried quickly, especially the loin cuts, but it should then be rested as long as you would rest game meats."

For information on Salt Bush Dija™ please contact Stephen Schmitz, of Red & Beyond, on 0408 979 190.

*Different
from lamb, and
more flavoursome,
mutton stands up
well when combined
with stronger
flavours*



Braised shoulder of Salt Bush Dija™ with celeriac puree and root vegetables.

Darcha

Darcha is a mutton product from Western Australia, inspired by the success of the Q Lamb brand produced in that State. Q Lamb was launched by an alliance of stakeholders from the producer to the retailer, and produced under a stringent quality assurance regime to ensure a consistently tender, tasty product.

The aim was to re-position mutton by marketing it under the Darcha brand name. While the product is still under development, early consumer trialling has been promising. Taste tests showed most consumers found the flavour and tenderness of the product acceptable. Those who regularly bought lamb or mutton (more widely available in WA) were more likely to be positive.

A 4-week retail trial also went well, with most stores selling out of the product. The retail trial

was supported by in-store demonstrations. The price-point for Darcha was pitched mid-way between lamb and mutton, as it was felt this was less likely to lead to cannibalisation of existing markets.

Before trialling, various Darcha cuts were assessed. Those assessed to perform satisfactorily included Easy-Carve Leg, mini-roast (topside, round or silverside), diced, strips, eye of loin, fillet, cutlets, rack, mince, shanks and rolled shoulder.

Further research and trialling will be required before Darcha is widely available. However, marketing consultants Business Today in Perth believe the product could be available later this year. Research into the product's foodservice potential - felt to be mostly in high-volume catering and banqueting - is planned.

For information on Darcha please contact Business Today on (08) 9226 3644.

Glorious goat

Goats are kept for different reasons in different parts of the world. Some are raised for their milk, some for their coats, and in many parts of the world, goats are prized for their meat.

Goat is a popular traditional meat in parts of the Mediterranean, the Middle East, India, South-East Asia and the Caribbean, among other places. Its ability to live in steep and marginal country makes the goat the preferred meat animal in many of the world's harsher regions. But goat is also building a following in Australia, thanks in part to the influence of overseas-born chefs and diners now making their homes in Australia.

Until recently, it was also difficult to get a regular supply of quality capretto (kid goat) and goat meat. However, the adoption of specialised meat breeds within recent years has helped to improved the consistency of the product, although capretto can be difficult to source at some times of the year.

Capretto is a sweet, succulent meat with a carcass weight of 6-12kg. It is often likened to lamb in flavour and texture, and is best cooked either very quickly or very slowly to retain its juiciness and tenderness.

Goat is a more strongly-flavoured meat, although still relatively lean. Its gamey flavour and firmer muscle texture means goat is most often associated with strongly spiced dishes such as curries, and with slow-cooked dishes in general.

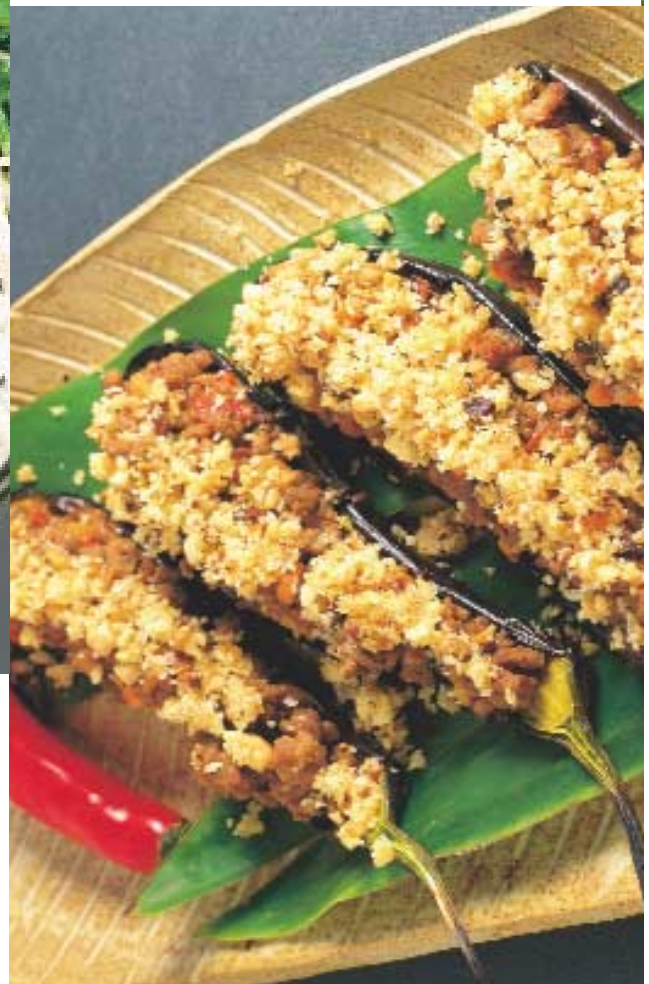
Talk to your wholesaler about supplies of capretto or mature goat. To inspire you into even greater creativity, acclaimed chef and author Carol Selvarajah has provided the following menu suggestions.



Above: Goat cutlets in curry sauce, flavoured with coriander, cumin, chilli, turmeric, saffron and yoghurt and served with wilted spinach.

Right: Eggplant stuffed with minced goat, spiced with chilli, garlic, ginger, coriander, garam masala and mustard seeds.

Opposite page: Stir-fried goat shortloin with garlic, chillies, tandoori spices, fish sauce, basil and pumpkin.





Try these great ideas...

- Try minced goat meat in sang choy bow, or make meat balls and serve in a clear soup flavoured with pepper, garlic, ginger, and stronger herbs such as basil, coriander or Vietnamese mint. Goat mince also makes an excellent filling for curry puffs, made with filo pastry. You can also vary the spices for a Mediterranean feel - stuff halved eggplants with browned, garlicky mince and top with parmesan and oregano. Or use coconut milk and chopped peanuts to give the same dish an Asian accent.
- Butterflied leg of goat can be used to prepare a sumptuous Malaysian main meal dish known as a Perchick. The meat is rubbed with a mixture of Spanish onion, garlic, ginger, dry-roasted cumin, turmeric, muscovado dark sugar or palm sugar, garam masala and a few dried cranberry raisins ("craisins"). It is allowed to marinate in this paste for several hours, then slowly roasted or barbecued. During cooking, the goat is basted with a sauce of coconut milk, coconut cream, lime juice, kaffir lime leaves and lemon grass, which becomes thick and flavoursome.
- For a simple goat curry, take cubed leg and cook with a commercial curry paste or sauce. However, when using commercial sauces, remember to add extra onions, garlic and ginger when browning the meat. Cinnamon and cloves also add flavour and aroma to such dishes.
- Season cubed goat meat for satay or kebabs with a combination of ginger, garlic, onions, and a liquid such as coconut milk and yoghurt to tenderise and add flavour. Tomato may be substituted for the liquid, but in that case it is a good idea to add a touch of lemon or lime juice.
- The small eye fillet can be sliced across the grain and cooked in Asian or Italian style. For Asian-style noisettes, flavour with garlic, oyster sauce, soy sauce and chilli paste; for Italian-style, use tomato paste, chopped tomato, basil, olive oil and garlic.
- Sauteed goat strips can be tossed through a fresh tabouli salad. Try your favourite Thai beef salad with goat in place of the beef for an interesting spin on a familiar meal.
- Goat is also great for Indian dishes - try it for those old favourites you may currently be cooking with lamb, such as seekh kebabs and koftas. Tandoori paste also complements goat well.

Web design software

FrontPage

(www.microsoft.com)

Great for home users and acceptable for small business sites.

Adobe GoLive

(www.adobe.com)

Powerful visual design tool that's well integrated with Adobe graphics products like Photoshop.

Dreamweaver

(www.macromedia.com)

Builds robust and clean HTML. Well integrated with Macromedia design products such as Flash and Fireworks.

HotDog Pro

(www.sausage.com.au)

Aimed at the professional designer, though they do offer a "lite" version for beginners.

Design Help Online

www.killersites.com

www.highfive.com

www.w3.org

www.webmonkey.com

www.builder.com

www.htmlhelp.com

Putting your restaurant on the www map

By Louise Richardson,
Australian NetGuide

In the last issue, we looked at some Web-sites for restaurants. This time we'll look at some things to consider before you start building your own site.

One of the most difficult parts of the site-building process is working out exactly what you want to put on your Web-site. The first step is to decide what you want to achieve by having a Web-site. Your Web-site development will vary depending on what you decide you want.

The Technology

The back-end technology you build your site on will depend a great deal on what you plan to do on the site. If you want to sell products through the site, you'll need to consider mechanisms for online transactions and security for credit cards. With e-commerce comes enquiries, so you'll need to set up a system to respond to email enquiries and, if you have a big product range, it's worth considering linking your e-commerce system into your inventory database.

Many restaurants use their site to build a community with their customers. This can be done with regular newsletters on the Web-site, or if you want to go a step further, you can set up a membership system and send regular emails and special offers to customers who join. If you go down this path, you'll need to build a registration system, database and mailing list capabilities into your Web-site.

Content is king

There's also content to consider. The obvious choice is your menu and some background on your restaurant and key staff members. Regular updates are important. If your customers always see the same old content, they're unlikely to keep returning to the Web-site. Make sure menus are updated and specials are advertised on the Web-site.

Before you start building your site it's

important to get down on paper exactly what content you intend to display on each page of your site and how visitors to the site will navigate around it.

Story boards (like they use in the movies) are a great way of getting a good picture of how your site will look and where the content will be displayed. Draw your site, starting with the front page and branching off to main sections (eg .. menus, restaurant history, staff information, job vacancies, members area etc) and from there to the content within those sections.

Work out exactly what you want to say on each page and get it ready before you start worrying about Web design. It's important that you don't get carried away - don't hide the interesting stuff under masses of rubbish. A good rule of thumb is to keep information a minimum of three clicks away from the front page.

Navigation

Navigation of the site is one of the most important aspects. If people find it difficult to find their way around your site, they'll get frustrated and give up. Make it easy for visitors to get back to the front page of the site from any page and create a standard navigation bar to appear on every page that will take them straight to each of the main sections.

Once the planning stage is in order it's time to start building your pages. There are plenty of excellent Web designers who can help you there, and many software programs that make Web design so easy you can build your pages yourself. Most major Web design packages provide free trial downloads from the Internet so you can play with them before you buy (see sidebar for Web-sites). If your site is going to be more complicated it may pay to bring in a Web design company to help with the back-end technologies.

Tips for good design

- Keep navigation and style consistent throughout the site. Make it easy to find your way around the site and try to keep a common design theme between pages.
- Provide text menus at the bottom of each page to help navigation.
- Minimise clicking. Keep the site as flat as possible. More than three clicks to the juicy stuff is too many.
- Keep the file sizes of your images as small as possible. This will speed up the download of your pages.
- Put the important stuff on the front page.
- Keep it simple

Burgers plus: in search of Australia's best burgers



Lean beef burger with crisp pastrami & baby spinach

The hamburger, that staple of modern menus, has its roots in the Tartar, a raw beef delicacy enjoyed by the nomadic Asian horsemen of the same name.

Some versions of the story say the Tartars tenderised their steaks - which were eaten raw - by placing them between their horse's back and saddle before a day's riding.

The dish was brought to the German port of Hamburg by sailors returning from the East. German cooks added raw eggs, to enrich the meat, and finally began to cook it with chopped onion. Immigrants brought the "Hamburger-Style Steak" to the United States: it first appeared on a menu at the famous New York steakhouse, Delmonico's, in 1834.

But the creation of the modern meat-in-a-bun burger is shrouded in mystery. At least 5 people - in 5 different US states - have claimed to produce the first. The most widely-reported "first" appearance was at the St Louis World's Fair in 1904.

This American creation from German and Asian ideas has established itself firmly in the Australian foodservice market, but it's true to say that the quality varies, from the sublime to the mediocre.

Meat and Livestock Australia is keen to recognise excellence in red meat cookery. That's why we are searching for Australia best burger.

The winner will not only be named as the country's best, but will receive prizes to the value of \$2,000!

The rules are simple:

- The burger must be based on either beef or lamb;
- The burger must currently be on your menu; and
- The burger must be commercially viable.

If you think your burger has what it takes, why not enter and find out? Entries close 9/6/00, so don't delay.

If you would like to enter simply send photo, recipe and your details to:
Chef's Special Burger Competition,
 PO Box 1514,
 Crows Nest,
 NSW 2065.

PLEASE PRINT IN BLOCK LETTERS

Your first name Mr/Mrs/Ms _____

Surname _____

Name of your establishment _____

Type of establishment pub club restaurant hotel/motel catering

Address for mailing _____

_____ State _____ Postcode _____

Position/title manager chef owner

Telephone _____ Fax _____

Email address _____

Web address _____

Top wine choices with autumn foods

Food choices change with the season, and the wines that complement crisp summer salads and other light warm-weather dishes are not at their best when partnering the heartier fare of autumn and winter.

As the temperatures cool, we look for more robust flavours and greater spiciness in the dishes we choose. Warm salads, soups, casseroles and curries are in, and they demand wines of sufficient weight and flavour to partner them.

Semillon varies in style from region to region, but the best Australian semillons are full-bodied table wines with soft, rich flavour and honey-toast accents. They have the structure to partner spicy red meat dishes well, unlike many other whites.

Shiraz is well-known for its generous flavour and spicy, peppery overtones,

which make this variety a winner with cool-weather food. Shiraz complements most red meat dishes beautifully, whether alone or as part of red blend, which is why it's also a favourite wine in red meat cookery,

When matching wine with highly-spiced dishes, be certain not to choose a strongly-wooded style. The tannins in "oaky" wines can react with spices and chilli to leave a bitter taste, whereas the fruitiness of lightly-oaked or unoaked wines is perfect.

Of course, it's not only the style of dish that is affected by the time of year, but also the fresh ingredients available. In the cooler months, look for root vegetables like carrots, celeriac, jerusalem artichokes, parsnip and turnips, as well as leeks, pumpkin, spinach, cauliflower, and bok choy and other Asian greens.



Warm Asian-style beef
& glass noodle salad.

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