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LIVE FROM LOEWS | SHOPPING WITH THE CHEF | AMERICAN GIRL

LOEWS HOTELS'
THOMAS KRIEBEL
UNEARTH'S
FRESH FINDS IN
PHILADELPHIA.

shopping with the
chef

BY MARLA CIMINI
PHOTOGRAPHY BY COURTNEY APPLE

It's an adventure to get lost in the smells, tastes and sounds of Philadelphia's Reading Terminal Market. But when your guide is a professional chef who knows every nook and cranny of the market in his native city, its charm is doubly appealing.

Thomas Kriebel, Corporate Executive Chef for Loews Hotels, thrives on transforming fresh food shopping into an elevated art form. We meet in late afternoon inside SoleFood, the hotel's elegant, modern seafood restaurant at Loews Philadelphia Hotel. Kriebel knows the Reading Terminal scene inside and out, so he strategically plans our visit to avoid the lunchtime rush. Contemporary urbanites flood the food mecca drawn to one of the oldest farmers' markets in the country. The market, with its 100 merchants offering a vast assortment of everything from spices and cheese to choice meats, fish and vegetables, certainly contributes to Philadelphia's reputation as a definitive gastronomic hub.

After a short stroll down 12th Street, just a quick block from the hotel, we find ourselves in the middle of the hubbub. The market is bustling, but Kriebel knows his timing; it's crowded, but not completely gridlocked.

The lunchtime bustle is beginning to thin at busy counters like DiNic's, a Food Network favorite for its mile-high sandwiches, and Delilah's, famous for her mac 'n' cheese.

Loews Hotels'
Corporate Executive
Chef Thomas Kriebel at
Philadelphia's Reading
Terminal Market



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Delilah Winder's Southern cuisine is a must try for market first timers since her establishment was voted "Best Mac 'N' Cheese in the Country" by Oprah Winfrey in 2003.

FIRST IMPRESSIONS

Much like Chef Kriebel, the market is informal, genuine and easygoing. It's a conduit of culinary creativity, with a bounty of field fresh vegetables and fruit bursting from farm stands. Just-caught fish and seafood are slung over crushed ice, while behind meat counters, beef and poultry are cut and weighed to precise order. Amish baked goods, artisanal cheeses and fresh honey peek out of glass cases.

The air is perfumed with a sugary crispness, and we find surprises at every twist and turn: an exotic tamarind, bunches of lush, petite champagne grapes, three types of bright green

THE CHEF HAS COOKED FOR MANY A-LISTERS, FROM HEADS OF STATE TO HOLLYWOOD MOGULS.

Swiss chard piled in a high heap. And that's just in the first five minutes.

"I always head to the produce stands first," says Kriebel. "I like to see what's new and at the peak of freshness." He explains that his dishes are often inspired by what is best at the market. "Everyday there is something interesting here that I can use to

create a new menu item."

While approaching a bin overflowing with New Jersey white peaches and nectarines, Kriebel selects those ripe enough to marinate into a sweet and sour chutney, a perfect pairing for fish, he says. He also chooses some dapple dandy plums. Speckled and juicy, with a light crimson color, he finds that they are the perfect texture and just ideal for an amenity basket for VIP guests. Picking up a few bags of ruby red Bing cherries, Kriebel hugs them like they are precious gemstones. "The season is ending," he announces. "I must get them while I still can."

Strolling through the vast selection of produce, a few distinct southwestern items catch his eye, a reminder of his time spent cooking in New Mexico. He reaches for a prickly pear cactus, a rarity on the East Coast. "You can make really delicious sorbets and sauces from a cactus pear. It's always an unexpected treat to find them in Philly."

CHEF ABOUT TOWN

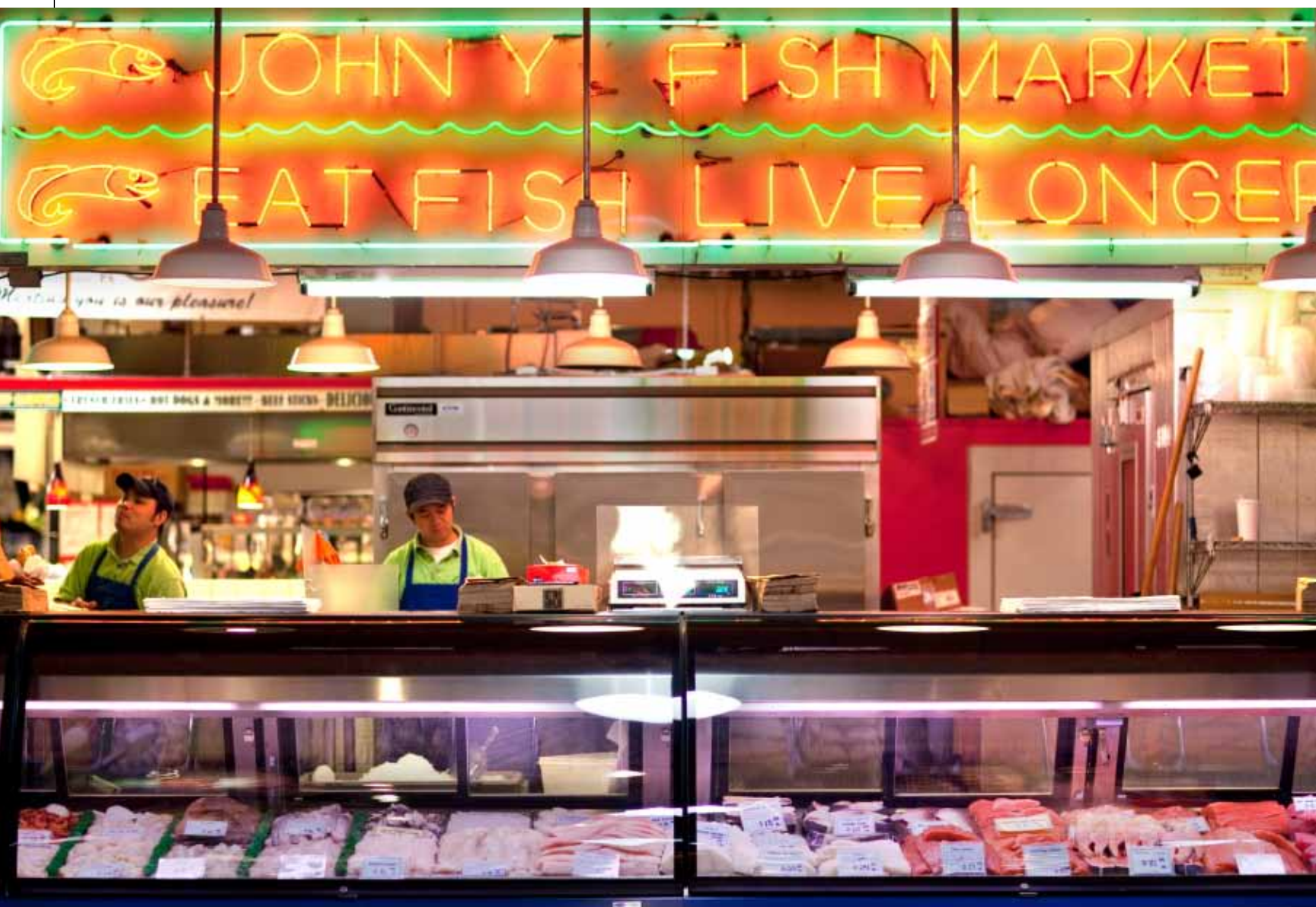
Kriebel has spent much of his career living and working in diverse regions, including New Orleans, Albuquerque, Bethesda and even St. John in the U.S. Virgin Islands. Fortunately, he brought his exceptional culinary talent back to his hometown twelve years ago, when he opened Loews Philadelphia Hotel's restaurant as its executive chef.

He's cooked for many A-listers, from heads of state to Hollywood moguls. President George Bush, Al Gore, Colin Powell and Ray Charles have all held court in Kriebel's dining room. Recognized as a true pro, Kriebel was chosen to participate at the Annual James Beard Foundation New Year's Eve Dinner. In May, he was the head chef for an intimate dining extravaganza starring Steven Spielberg and 700 of his closest friends at Loews Philadelphia for a \$1,500 a plate benefit for Spielberg's USC Shoah Foundation Institute. The only other time the event was held other than Los Angeles was 10 years ago in New York. Kriebel has gained a reputation for treating all of his guests like VIPs.

They return again and again because he is also known for finding just the right ingredient — a rare fruit or vegetable — that can turn a familiar recipe into a dish that's uncommon, surprising and truly signature.

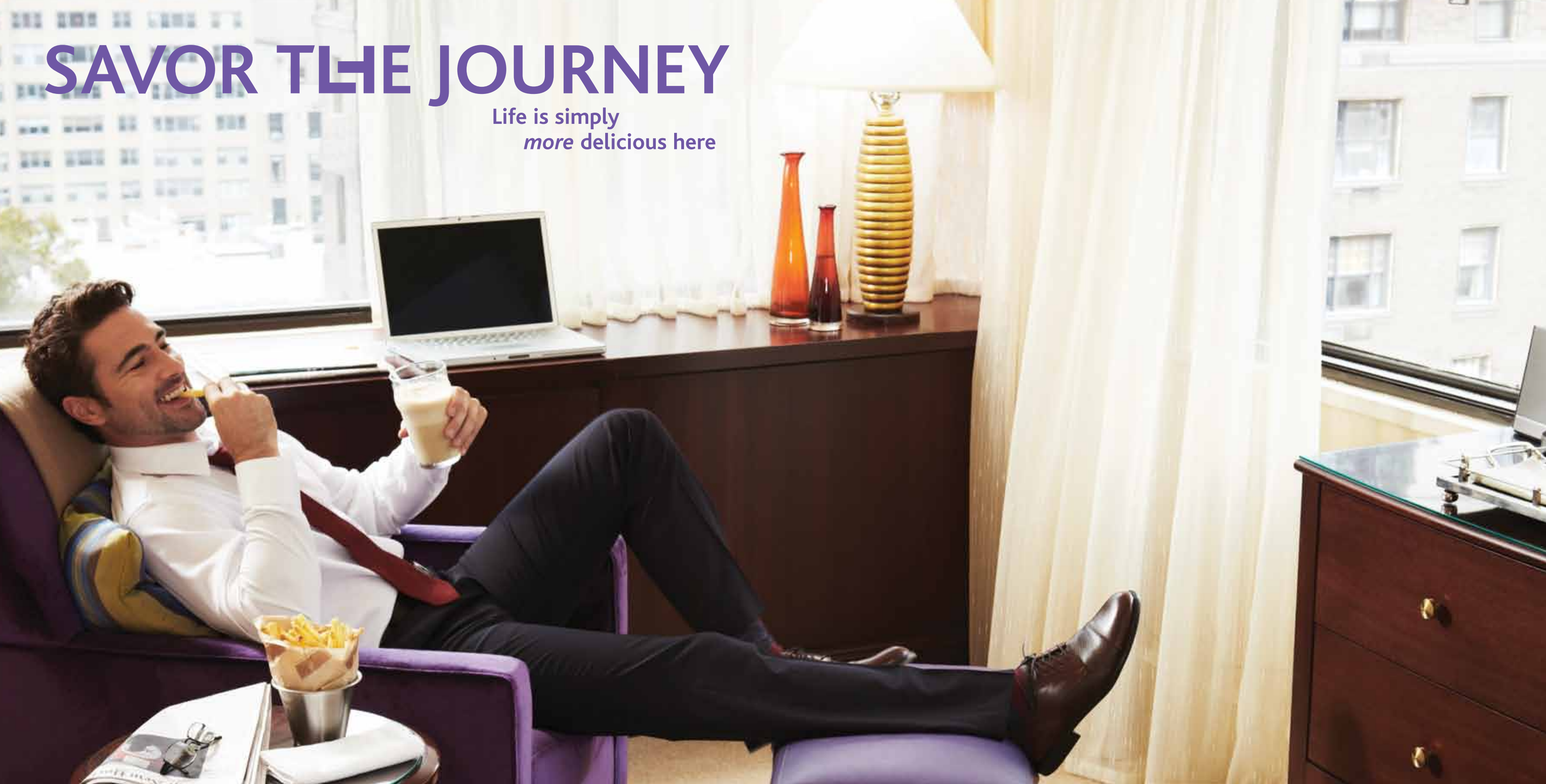
As our market visit continues, the quest for the unusual, but accessible, winds its way to the Fair Food Farmstand,

This page: Kriebel selects the freshest catch of the day
Opposite page: John Yi Fish Market at Reading Terminal



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ONE OF THE MOST REQUESTED DISHES ON SOLEFOOD'S MENU GETS ITS GUSTO FROM THE CHEF'S LOVE OF FRESH SEAFOOD.

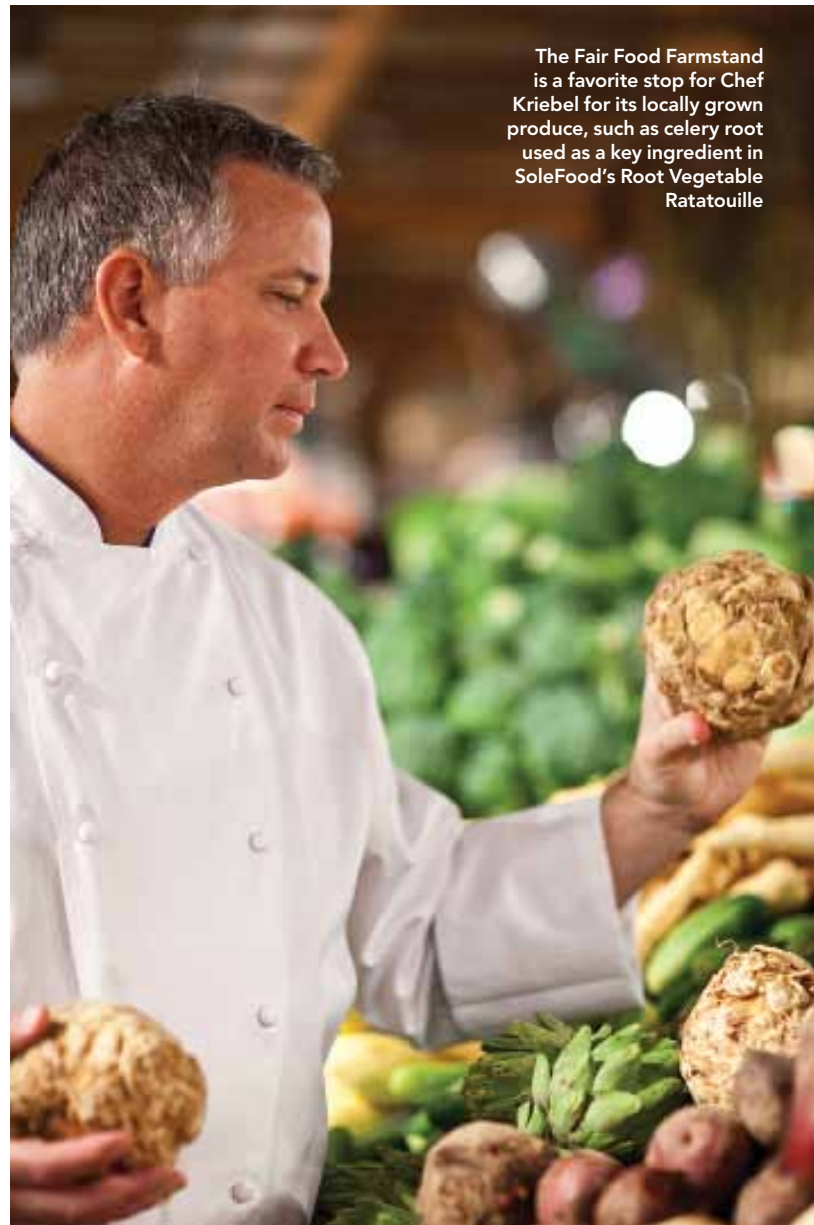
located on the market's 12th Street side. The chef procures a box of organic cape gooseberries, a decorative, brightly colored orange fruit that is often used as a dessert garnish. The tiny "Inca berries," indigenous to South America, are enveloped in paper-like "cape" leaves, hence their name, and are as healthful as they are colorful. The chef explains, "they provide a huge vitamin and antioxidant boost." Their distinctive, sweet flavor turns to a fine and delicate sour finish, perfect as an ingredient in a warm, cheesecake, dessert crisp.

LEARNING THE ROPES

Next stop is the busy John Yi Fish Market, a must for the chef, who reveals that he is an avid fisherman himself. Like kids at a candy store, we pour over the day's catch, checking out local shellfish, like plump mussels, little neck clams and Cape May salt oysters. Kriebel knows his seafood, recommending "dry packed" scallops over those that are "wet packed." He cautions that they often will contain preservatives of unknown origin and successfully convinces me never to buy pre-cooked shrimp again. Ever. His warning? Those pretty pink shrimp are often pumped with coloring to enhance their appearance and extend their shelf life. Not something he wants his dinner guests to be exposed to.

"Fresh, raw shrimp without additives is so much healthier, and you can use the shells to make a fantastic and flavorful fish stock," Kriebel says. I make a mental note.

A stand out on the SoleFood menu gets its gusto from Kriebel's love of fresh seafood: Jumbo shrimp, colossal crabmeat, fresh shucked Cape May salt oysters, clams and fresh lobster (half of the lobster is made into a salad, while the other half keeps tail and claw intact). With three homemade accompaniments: mignonette, chipotle and red bell pepper tarter sauces, the beautifully presented plate never fails to make an outstanding impression. "We took it off the menu once and we were deluged with requests to bring it back," he says. It remains one the most popular items on the menu.



The Fair Food Farmstand is a favorite stop for Chef Kriebel for its locally grown produce, such as celery root used as a key ingredient in SoleFood's Root Vegetable Ratatouille



We leave the seafood vendor with more than a few beauties. Kriebel's prize catch? No. 1 grade yellowfin tuna that will be used to create the signature yellowfin tuna tartare appetizer at SoleFood, prepared with cucumber, tobiko caviar and crisp wonton.

Next stop, and the perfect grand finale to our market tour, we arrive at the market's Downtown Cheese stand, with an array of chunky wheels, fat bricks, paper-thin slices, creamy spreads and, thankfully, lots of samples. The impressive selection is stacked on rustic boards covering all of the existing chrome counter space. The polished, refrigerated glass showcases are crammed with a carefully labeled display of complex and savory dairy artisanal delights.

Kriebel gravitates toward one of his favorites, Saint André, which he often includes on SoleFood's delectable Reading Terminal Cheese Plate. Saint André is a wonderfully ivory-toned triple crème cow's milk cheese, imported from Normandy. I take a sample served on a simple piece of French bread, which allows the flavor of the cheese to come through. Similar to Brie, the taste is soft and buttery, yet creamier, and deserving of its status as the "heavenly" cheese.

WHAT'S COOKING

With two grocery bags loaded to the brim, Kriebel is eager to return to the SoleFood kitchen to sort and stock his precious finds. Some are staples, while others are new ingredients that will incite inspiration for new creations for SoleFood guests.

By this time, the late lunch crowd has settled in to SoleFood. Behind the scenes, the frenetic kitchen is similar to the whirl of activity we've just left behind at the market. Servers whiz by on their way to the dining room with freshly made appetizers like sea scallops with crispy artichoke, crab crustini and, of course, the aforementioned yellowfin tuna tartare, a specialty of SoleFood's executive chef Thomas Harkins.

Kriebel is in high gear now, pausing to check on a simmering saucepan that contains the soup du jour – the restaurant's spicy

"AT EACH OF OUR LOEWS HOTEL RESTAURANTS, WE SOURCE THE FRESHEST PRODUCTS, THEN PUT OUR CHEFS' CREATIVITY TO WORK."

crab chowder that fills the kitchen with an enticingly warm, sea-touched aroma. He opens chilly, ample refrigerators to store his recent market purchases, revealing a space packed with fresh produce, cheeses, dairy and other delicacies that make their way to the SoleFood farm-to-table menu. On the opposite side, the towering fish lockers hold the treasures of SoleFood.

"At each of our Loews Hotel restaurants, we source the freshest products, then put our chefs' creativity to work," says Kriebel. "Our hope is that when guests leave our dining rooms they tell family and friends that they haven't only had one of the best and freshest meals they've ever tasted, but that their experience was a deliciously local culinary adventure like no other."

SOLEFOOD AT HOME

Create the seafood-inspired taste of Loews Philadelphia's SoleFood Restaurant with this menu favorite by its award-winning Executive Chef Thomas Harkins.

Yellowfin Tuna Tartare



(Yield: Four portions)

- 12 ounces sashimi grade tuna, diced into small pieces
- 1 tablespoon Japanese mayonnaise
- 2 teaspoons soy sauce
- 1 teaspoon sambel olek (chili paste)
- 1 tablespoon green onion, sliced thin
- 1 teaspoon minced ginger
- ¼ teaspoon sesame oil
- 4 teaspoons tobiko caviar
- Juice of one lime

Combine all ingredients in a bowl and mix. Using a 2-inch round cookie cutter placed in the center of a salad plate, fill the mold with the tartare mixture, press gently. Repeat for each serving. Place 1 teaspoon of tobiko caviar on top of the tartare just before serving. Garnish the dish with fried wontons and cucumber slices.

news & notes

The Spotlight's On

LIVE From Loews, the concert series at Loews hotels across the country, is presenting some of the hottest names in entertainment, and the lineup is just getting started.

The innovative programs bring uniquely local, vibrant showcases to life at every Loews destination. At Loews Atlanta, for instance, where LIVE From Loews kicked off, music fans experience some of the city's most sought after performers, including Ed Roland of Collective Soul, David Ryan Harris, Algebra Blessett and Kurt Wailing inside the hotel's lively Bar eleven, the city's newest hotspot in the heart of Midtown.

Further south at South Beach's bustling Hemisphere Lounge in Loews Miami Beach, acts have included songstress Nicole Henry captivating crowds with vocal stylings that have drawn comparisons to Whitney Houston, Diana Ross and Patti Labelle. Grammy-nominated jazz sensation Jeff Lorber not only entertained crowds when he appeared at the Loews Philadelphia but stuck around for conversation and a VIP Meet and Greet at the active SoleFood Lounge.

At Loews Don Cesar, a triple play line up of power-pop quartet Junior Doctor, the always energetic Shirock and rock-folk favorite Daniel B. Marshall, presented modern music under the stars and had St. Pete Beach buzzing for weeks.

Harbor Nights at Loews Portofino Bay in Universal Orlando fills the outdoor Piazza with food, wine and live music, creating a scene reminiscent of a night on the Italian Riviera. Fans dance to tunes of acts such as Johnny Cool & the Mobster Swing Band and Rat Pack favorites, The Buzzcatz, under the twinkling stars.

A cabaret staple, Feinstein's at Loews Regency, The Nightclub of New York, has already presented some of the biggest names in the LIVE From Loews series including Jarrod Specter of *Jersey Boys*.

John Iachetti, Director of Entertainment for Loews Hotels, says the instant success of the program has already inspired plans for entertainers and guests alike. "We have our own You Tube channel and soon we'll have live sessions available for

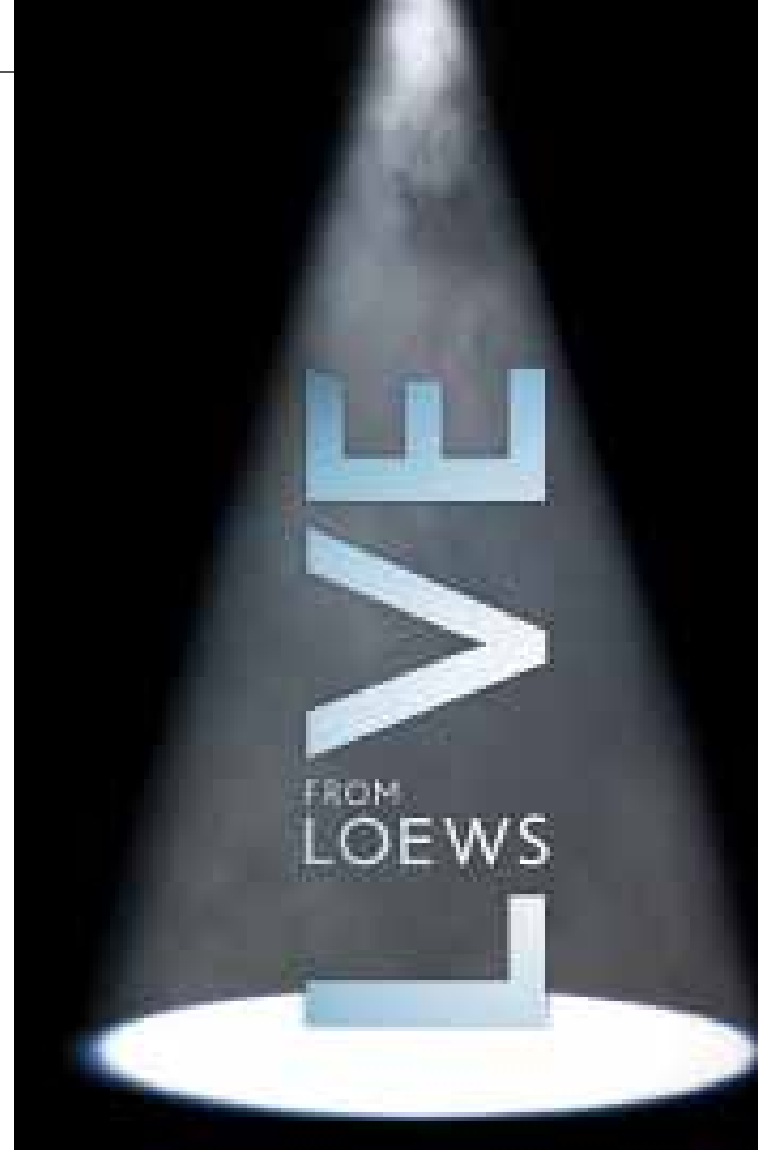
download on iTunes. Our plan is to also showcase art, dance, culinary, fashion and even sporting events."

Plugged In

Extra touches that make guests feel right at home are something Loews Hotels is known for, and some upcoming renovations will make work and play more relaxing than ever.

The Big Five Project, as it is referred to by Loews Hotels Sr. VP Facilities Richard Senechal, AIA, includes updates to properties in Annapolis, San Diego, Denver, Nashville and Quebec City. Loews Hotel Vogue in Montreal and Loews Regency in New York are also in line for makeovers next year. "We are always updating and improving in all our hotels, but the interesting thing about our latest endeavor is that it is reflective of lifestyle changes," says Senechal. "How guests enjoy our hotels is changing, so we're making some improvements to satisfy those growing needs," he says.

For one, formal lobbies are becoming a thing of the past. No longer will arrival spaces feel like places that merely serve



to usher you in and out, but will be more inviting as a gathering place. "Our guests want a more communal atmosphere where they can have casual business meetings, work on laptops, iPads or play games. They basically want a large living room."

Loews has heeded the call. Lobby additions will include updated, multiple big screen televisions, perfect for sports events or guest movie nights, and furniture additions including tables at the appropriate height for workspace while enjoying the delicious casual food options that will keep guests lingering even longer. And if you ever had to climb under a table in your guestroom to charge your cell phone or search behind a lobby couch for an outlet to plug in your laptop, those days are over. Power outlets are being reconfigured to be compatible to guest heights in rooms, suites and lobbies, and there will be more of them; no more hovering around the lobby waiting for someone to give up their hot spot. "It's these little things that make our guests' hotel stay just a bit more enjoyable, and it also lets them know that their comfort is our highest priority," says Senechal.

Celebrate Good Times, Come On!

Loews Coronado Bay Resort blows out the candles on its 20th birthday this year, and there sure is plenty to celebrate as this San Diego County destination gets better with age. The picturesque hideaway on a private 15-acre peninsula off of the Pacific Coast has maintained its AAA Four Diamond status for its entire lifespan. It is consistently chosen for inclusion on "best" lists for its family offerings, including the only hotel on the



West Coast to be named by *Parents* magazine as one of the "Best Beach Resorts for Families in the United States." Plus, it has earned national praise for its community outreach efforts, including conservation efforts for Silver Strand State Beach, its breathtaking direct access beachfront.

While it's easy to coast along the California Highway and enjoy the beautiful sights and sounds of San Diego (only nine miles away), there's so much to do right on site you'll likely never want to leave.

"With our private 80-slip marina, three tennis courts, a luxury spa, working garden, award-winning restaurants and direct beach access, there's really no other resort like this in the area," says General Manager Brian Johnson. Loews Coronado Bay Resort's marina and beachfront afford opportunities for kayaking, jet skiing, wakeboarding, sailing, stand up paddle boarding and romantic private Gondola cruises through the enchanting canals of the Coronado Cays.

In 2012, the resort will undergo an extensive lobby and restaurant renovation. "This underscores our commitment not only to our guests, but to the community for years to come," says Johnson.

For some 20th anniversary trivia fun and a chance to win terrific prizes, check out the hotel's Facebook page and test your knowledge of the year that Loews Coronado Bay Resort opened its doors. Wanna play? How much did a gallon of gasoline cost in 1991? A) \$2.10, B) \$1.80, or C) \$1.12? (Answer below.)

American Girl Arrives

What could be more enchanting for a young girl than being treated like a princess on Park Avenue? At Loews Regency, it's treating her BDF (best doll friend) like a princess too!

The hotel has partnered with American Girl to develop the American Girl "New Yorker" package: the perfect way for a young girl to experience all the Big Apple has to offer!

From the personalized welcome letter to her and her doll, to American Girl gourmet cookies and milk upon arrival, and a fold out doll bed already set up in room, this adventure is all about making dreams come true.

The personal shopper at American Girl Place is on call throughout the stay, and Loews Hotels has stocked its lending library with American Girl books and movies for an in-room slumber party. Additionally, every child receives a ticket to the Central Park Zoo, just two blocks from the hotel.

Answer: C

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