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# Condé Nast Traveler

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MAY 2011

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TIBET TODAY: At the St. Regis Lhasa Resort





Chris Mitchell  
Vice President & Publisher  
**Condé Nast Traveler**



Danielle Chang  
Founder  
**LUCKYRICE**

*LUCKYRICE Festival*  
*Cuisines + Cultures of Asia in America*  
*May 2 – 8, 2011*

Proceeds from the LUCKYRICE Festival help support our non-profit partner:



Chris Mitchell, VP and Publisher, talks to Danielle Chang, Founder of LUCKYRICE, an Asian food and cultural festival in New York City.

**CM:** *How did you become interested in food?*

**DC:** I'm Chinese—we live to eat! We greet each other with “Have you eaten yet?” instead of “How are you?” Today, food is culture and just as relevant as art, fashion, and music in terms of defining contemporary culture. I've always been interested in how, why and what we eat defines who we are. And, if you are what you eat, then we're all part-Asian.

**CM:** *What are your favorite restaurants, Asian and otherwise?*

**DC:** My favorite restaurant in New York is DANIEL. The food and service are impeccable and the environment makes it a truly magical place. It's a “special occasion” restaurant and I always feel special when I go there. I also love dim sum at Dim Sum Go Go. I've been going there since it opened and I even had my wedding rehearsal dinner there. Now, it's my daughters' favorite Sunday place for dim sum.

**CM:** *Where in Asia have you traveled?*

**DC:** My family is from Shanghai and I visit quite often since some of my family still lives there today. Over the summer, I went to Chongqing with my entire family and it was an amazing culinary experience. The smell of wok-fried Sichuanese peppercorns literally perfumed the air. I love open-air and night markets which are a ubiquitous presence across Asia in cities from Taipei to Kuala Lumpur. As a child in Taipei, I went to night markets after dinner with my parents for *xiao ye*, or midnight snack. Night markets are Asia's answers to the European piazza—places where families and friends gather.

**CM:** *How did you put together the LUCKYRICE Culinary Council?*

**DC:** I invited chefs who have helped define Asian food in America, through authentic street food to uptown fine-dining experiences. Our Culinary Council is well rounded and consists of chefs with Asian food in their blood as well as non-Asian chefs that have utilized Asian ingredients and techniques to introduce Asian-influenced cuisine to Western audiences. Chefs like Eric Ripert and Daniel Boulud are very drawn to Asian ingredients. When a classic French bistro like Café Boulud puts an \$88 Peking Duck on its menu, it's evidence that Asian food has come a long way since its entry into American culture with \$1.99 chop suey take out.

**CM:** *How has Asian food in the U.S. changed in recent years?*

**DC:** Asian food has become mainstream in much of America. For instance, you can find California Rolls in supermarkets from coast to coast and ramen has replaced pasta as America's favorite noodle. Vietnamese noodle soup, *pho*, is the new chicken noodle soup for Gen Y. Sake consumption is higher in the U.S. now than it is in Japan. Chinese food is more all-American than apple pie and has been a Sunday (and Christmas!) tradition for many fortunate New Yorkers for generations. In some parts of the U.S.—New York, San Francisco, Los Angeles—Asian food is no longer “ethnic.” Items like chicken *tikka masala*, sushi, ramen, and *banh mi* are part of our daily fare.

**CM:** *What types of Asian food have you seen become more popular?*

**DC:** Even though Asian food has been popular for some time now, Americans have become more fearless and adventurous with Asian flavors. There's an increased penchant for spicy foods and fermented dishes, like the Taiwanese “national dish” stinky tofu that was served at the LUCKYRICE Night Market last year. I was surprised by how many people were waiting in line to try it despite its offensive smell!

In addition to Asian flavors appearing in non-Asian kitchens, there is also a movement towards “authenticity” and “regional cuisine.” Within the Chinese repertoire alone, it is now possible to find restaurants that specialize in regional cooking beyond Cantonese, Sichuanese, and Shanghainese. Taiwanese, Malaysian, and other previously obscure cuisines are finding loyal fans amongst U.S. foodies.

I'm looking forward to seeing what food people will line up to try at this year's festival. It's so exciting to witness this expanding love of Asian flavors concentrated in one place.

*For more information about the LUCKYRICE Festival, including the complete schedule and where to buy tickets, visit [luckyrice.com](http://luckyrice.com)*

## Schedule of Events\*

May 2 – 8, 2011 • New York City

### *Monday, May 2*

#### **Kick-Off Dinner with Anita Lo presented by HSBC**

Annisa  
7 - 10pm  
\$200

One of the city's most beloved chefs kicks off the LUCKYRICE week of festivities with an intimate dinner full of surprise guests and tantalizing things to eat.

### *Tuesday, May 3*

#### **Opening Cocktails with Carol Lim and Humberto Leon of Opening Ceremony**

The Bowery Hotel  
8 - 10pm (VIP 7 - 8pm)  
\$50 / \$88 VIP

Toast the start of the LUCKYRICE Fest 2011 with a spirited evening of Asian-infused cocktails and style. Hosted by the iconic tastemakers behind the fashion darling Opening Ceremony, this event puts a spotlight on cocktails concocted by the city's top mixology talents.

### *Wednesday, May 4*

#### **Night Market**

Archway Under the Manhattan Bridge, DUMBO  
7 - 10pm (VIP 6 - 7pm)  
\$50 / \$88 VIP

Night Market brings festive Asian night markets back to the historic Archway in DUMBO. Serving up traditional Asian street grub as well as more inspired offerings interpreted by local gastrohipsters, experience the quintessential Asian night market experience—with a distinctly Brooklyn flavor.

### *Thursday, May 5*

#### **James Beard House Dinner: Flavors of Macau**

James Beard House  
7 - 10pm  
\$170

One of the most cosmopolitan spots in Asia, the entertainment capital Macau is also home to some of Asia's finest dining. This evening at the legendary James Beard House pays tribute to Macau's history as a former Portuguese colony.

#### **Omakase Dinner with Sake + Shochu Soiree with Morimoto presented by HSBC**

Morimoto Restaurant  
7pm - 12am  
\$250

Join Iron Chef Morimoto as he hosts an adventurous Japanese-style "omakase"-style (chef's choice) dinner paired with sake, shochu and wines.



### *Thursday, May 5 (cont)*

**Sake + Shochu Soiree with Morimoto**  
Morimoto Restaurant (downstairs lounge)  
10pm - 12am  
\$50

It's an after-party with Morimoto in the house! We'll be serving up sake and shochu—dance, play, chat, drink and be merry.

### *Friday, May 6*

#### **Grand Feast hosted by Kelly Choi presented by HSBC**

Mandarin Oriental  
7 - 10pm (VIP 6 - 7pm)  
\$150 / \$250 VIP

At this epic celebration of Asian cuisine, travel and feast your way through Asia's diverse cultures without leaving the majestic Mandarin Oriental ballroom overlooking Central Park. Hosted by Kelly Choi, the Grand Feast celebrates the best of Asian cuisine as interpreted by an acclaimed line-up of master chefs from Asia as well as those from the LUCKYRICE culinary council.

### *Saturday, May 7*

#### **La Fête Chinoise with Daniel Boulud and Susur Lee presented by HSBC**

Restaurant DANIEL  
7 - 10pm  
\$500

Join legendary chefs Daniel Boulud and Susur Lee as the masters of French and Chinese cuisine come together for an unprecedented collaborative Chinese banquet dinner at Restaurant DANIEL. The evening will start with inventive cocktails paired with hors d'oeuvre chinois and will be followed by a gastronomic feast personally prepared and hosted by Chefs Boulud and Lee.

### *Sunday, May 8*

#### **Talk + Taste hosted by Ching-He Huang, Cooking Channel**

Astor Center  
1 - 4pm  
\$50

For culinary aficionados who love to cook and eat, the Talk + Taste Brunch will feature cooking demonstrations by masters of Asian cuisine as they prepare regional specialties. Hosted by Ching-He Huang, the host of Cooking Channel's "Chinese Food Made Easy," join us for a convivial afternoon of tastings, demos and mingling with other culinary insiders.

\*programs and schedules subject to change



# ▶ DESTINATION ASIA

**FEATURING**  
Insights from New York City's  
Visionary Mixologists

**INSPIRED BY**  
The LUCKYRICE Festival  
May 2-8, 2011

Send Your Imagination Eastward

**“ I HIGHLIGHT  
THE CORIANDER  
AND CASSIA IN  
BOMBAY SAPPHERE.  
They are so complimentary  
to the citrus and spiciness  
of Asian cuisine.”**

GREG SEIDER, SUMMIT BAR

Discover the limitless potential of Bombay Sapphire® with intriguing cocktail creations inspired by Asian flavors and flare. Crafted from a globally sourced blend of ten botanicals—including licorice from China and cassia from Indo-China—Bombay Sapphire is a uniquely versatile spirit. Its balanced profile mixes easily with the exotic, evocative ingredients of Asia, from sweet lychee to spicy ginger, warm star anise to mysterious galanga. It's a whole new world of flavor.

Inspired by the second annual LUCKYRICE Festival in New York, the city's top mixologists have created a collection of cocktails that bring out the best in Bombay Sapphire and celebrate the many cultures and cuisines of Asia.

**BOMBAY**  **SAPPHERE.**

## WHAT IS LUCKYRICE? .....

LUCKYRICE is an experiential marketing company focused on celebrating Asian cultures through something that people from all cultures can appreciate: food and drink. Thousands of Asian food lovers join us each year in New York City. The Festival begins with a not-to-be-missed party where all the drinks served are inspired by Asian drinking traditions and flavors. Hosted by Carol Lim and Humberto Leon from Opening Ceremony, guests experience the new wave of cocktail culture: hand-crafted artisanal spirits fused with today's cutting-edge fashion trends. Tasty Asian drinking snacks are served up along with music by the city's hottest DJs.

Visit [luckyrice.com](http://luckyrice.com)  
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### Featured Mixologists

- Albert Trummer, Apotheke and Theater Bar
- Shinichi Ikeda, B Flat
- Kenta Goto, Pegu Club
- Orson Salicetti, Covet
- Julie Reiner, Lani Kai
- Greg Seider, Summit Bar
- Martim Ake Smith-Mattson, Madam Geneva and Double Crown

## ▶ BOMBAY SAPPHIRE STEALS THE SHOW

Albert Trummer,  
Apotheke and Theater Bar

Albert Trummer's new Theater Bar elevates mixology to a performance art. Guests watch as ice is cut, garnishes are made, and the classic techniques of drink-making are on full display. Likewise he appreciates the artfulness required to make great gin. "Gin needs an expert hand to select the best botanicals and bring them into balance. Bombay Sapphire gets it right."

## ▶ FINDING BALANCE

Orson Salicetti, Covet

Orson Salicetti creates cocktails using fresh ingredients and kitchen-inspired infusions. His Baby Octopus Pickle Martini says it all. Now mixing at New York City's Covet, he uses Bombay Sapphire because "the ten botanicals selected by Bombay Sapphire give me the right balance." When it comes to gin martinis, Orson recommends stirring, not shaking. The baby octopus agrees.



## ▶ LUCKY SAPPHIRE '75

- 1½ oz. Bombay Sapphire
- ½ oz. Fresh Lemon Juice
- 1 fresh Lychee
- 2 barspoons of Ginger Simple Syrup
- Shake all and serve in a flute or martini glass
- Top with Prosecco

## ▶ BIG ON BOTANICALS

Greg Seider, Summit Bar

Greg Seider's collaborations with chefs have led to some truly inspired cocktails. His innovative approach to fusing culinary and cocktail traditions can now be found at his newest venture, The Summit Bar. When developing cocktails inspired by Asia, he says, "Bombay Sapphire's unique blend of botanicals gives me such a diverse spectrum of flavors."

### BOTANICAL HIGHLIGHTS

The taste of Bombay Sapphire is created by perfectly balancing a unique combination of ten of the finest botanical

ingredients sourced from around the world. Almonds from Spain. Coriander from Morocco. And, naturally, a few flavors from Asia. Take a closer look at the Asian botanicals that offer rounded spice notes and help make Bombay Sapphire so refreshing and delicious.



CASSIA BARK from Indo-China

The tropics of Indo-China are the source of the delicately flavored bark of the cassia tree. Its light cinnamon essence adds a warm hint of spice and a touch of sweetness to the Bombay Sapphire botanical mix. Cassia is an evergreen native to China, India, Bangladesh, and Vietnam.



LICORICE from China

Strong, fresh licorice roots from China add depth to the lighter flavors of the other botanicals in Bombay Sapphire. Only the finest root is used in the distillation process, accentuating this cool and highly distinctive aspect. The plant, a legume, is native to Asia; the roots are harvested in autumn.



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## LUCKYRICE FESTIVAL

NEW YORK CITY  
May 2 - 8, 2011

Feast on Asian cuisine and culture at Opening Cocktails, the Night Market, the Grand Feast, Talk and Taste, and many more new events.

Hosted by the LUCKYRICE Culinary Council:

Daniel Boulud  
Anthony Bourdain  
Floyd Cardoz  
David Chang  
Michael Huynh  
Susur Lee  
Anita Lo  
Masaharu Morimoto  
Pichet Ong  
Tadashi Ono  
Zak Pelaccio  
Eric Ripert  
Marcus Samuelsson  
Angelo Sosa  
Albert Trummer  
Jean-Georges Vongerichten

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PROMOTION

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NAVIGATOR PANEL

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