

SEPTEMBER 2008

5 Healthy Concepts That Work **30**

# RESTAURANT

H O S T A L I T Y

BLT boss  
Laurent Tourondel **p.40**

## *Building BLT's Brand*

Meet the chairman of  
*polished casual*

Private Dining goes Hi-Def **12**  
9 Ways to Survive this Economy **44**  
Do-It-Yourself Soft Drinks **70**

# 10 Thoughts from Jennifer Jasinski



**1.** One thing you don't know about me is that I almost didn't pursue cooking. I was a darn good flute player and always first chair in any orchestra I played with. But I didn't want to be a starving artist, so I chose cooking. I like to eat.

**2.** I'm most proud of Rioja, my first restaurant, and the family of people that make it work. I can't wait to come into work every day.

**3.** My fondest memory is taking my mom to Guy Savoy when I lived in Paris.

**4.** If there was no cheese I'd have no reason to live. Although if there was no pork I might commit suicide. I clearly have issues.

**5.** My greatest inspiration is an ingredient so perfect on its own that it compels me to maintain its integrity on the plate.

**6.** If I was on death row my last meal would be fresh corn on the cob with butter and salt; steak tartare with a fresh, crusty baguette from Bistro Vendome; a super-strong, coin-style margarita; and anything Eric Ripert would cook for me.

**7.** The thing I hate most about this business is whiners who call in sick.

**8.** If I could change one thing about me it would be my obsession with my weight.

**9.** My idea of a perfect day is floating down the river on an inner tube with friends while sipping cocktails. Afterward, a delicious, simple meal from the farmers' market.

**10.** If I could do it all over again I wouldn't change a thing. I'm so lucky.

*Jennifer Jasinski is the chef/owner of Rioja and Bistro Vendome in Denver.*