

22 Adults only ice cream



Burgers get vertical 21

Todd Winer, executive chef of Met Bar and Grill in Natick, Massachusetts, was frustrated with the typical method of grilling a hamburger. "You never get an even sear or an even temperature," he says. But rather than just gripe, Winer was driven to create what he contends is the ultimate way to cook a burger: a vertical grill. He uses a stainless steel custom grill basket to flatten a 6.5-ounce meatball into a perfect circle, then inserts the grill basket vertically into a custom-fabricated stainless steel box. Inside, two columns of gas flames sear the meat to perfection. The kitchen can now cook 32 burgers at once (they use four grill baskets, each holding eight patties) in 8 minutes. "That's something crazy like 164 burgers an hour," Winer says.

You've got to be 21 to buy a scoop of Mercer's ice cream. Not only is this frosty treat 12 percent butterfat, it's also 5 percent alcohol—the result of a marriage between New York wines and the state's dairy farmers, with help from the New York

State Wine & Grape Foundation. "We were pouring wines over ice cream and people said, 'Gosh, this tastes really good,'" says Roxaina Hurlburt, a partner of Mercer's Dairy.

So the dairy began blending wine into vanilla ice cream to create this decadent dessert. Packed in pints, five-quart and three-gallon containers, Mercer's Wine Ice Cream comes in such vinous flavors as Ala Port, Peach Wine Zinfandel and Red Raspberry Chardonnay.



Say less, sell more 23

While many chefs load menus with descriptors, Martial Noguier, executive chef of Chicago's 160 Blue, keeps it simple. "Monkfish. Truffle. Corn. Boom!" says Noguier. "That's all I want it to say." By paring down descriptions, Noguier forces his customers to go to their servers for details. When the server works closely with the guest, says Noguier, that builds trust, and trust translates into a tendency to order whatever the server suggests. Of course there's more training involved, but Noguier swears it's worth it.