

THE MAX CONFIDENTIAL

An Uncompromising Commitment to
Quality, Service, Style & Cuisine

GUEST FEEDBACK

NAOMI B PERKINS
22 E ROBIN ROAD
WEST HARTFORD, CT 06119

MARCH 13, 2007

TO WHOM IT MAY CONCERN:

ON THURSDAY EVENING, MARCH 8TH, I BROUGHT MY FAMILY TO ANOTHER RESTAURANT IN HARTFORD FOR MY MOTHER'S SIXTIETH BIRTHDAY. WE HAD ON OF THE WORST EXPERIENCES I HAD EVER HAD IN A RESTAURANT. UPON LEAVING THIS OTHER RESTAURANT, I IMMEDIATELY CALLED YOUR RESTAURANT TO HELP ALLEVIATE THE SITUATION. I SPOKE WITH MELISSA, WHO WAS INCREDIBLY COURTEOUS, HELPFUL, AND ACCOMMODATING. I EXPLAINED OUR PREDICAMENT AT THIS OTHER RESTAURANT AND SHE HAD A TABLE READY FOR US IN THE TIME IT TOOK US TO WALK DOWN THE STREET (10 MINUTES).

WHEN WE ARRIVED AT YOUR RESTAURANT, WE WERE GREETED WITH A SMILE AND SEATED PROMPTLY. OUR WAITRESS GREETED IS A TIMELY MANNER AND WAS CHIPPER AND HAPPY TO BE THERE. WE ORDERED DRINKS, WHICH ARRIVED IN A TIMELY MANNER, AND THEN PROCEEDED ON ORDERING A VARIETY OF ITEMS FOR DINNER (ONE OF THE REASONS I LOVE TRUMBULL KITCHEN—VARIETY!). PRIOR TO OUR DINNER, THE STAFF BROUGHT US OUT A COMPLIMENTARY APPETIZER OF TUNA, WHICH WAS AMAZING! (NOT TO MENTION UNNECESSARY, BUT GREATLY APPRECIATED) OUR DINNER WAS FANTASTIC. WE HAD A VARIETY OF TAPAS FROM THE MENU, INCLUDING THE SWEET POTATO FRITTERS (MY PERSONAL FAVORITE), THE TUNA NAPOLEON, CURRY NOODLE BOWL, AND SEVERAL OTHERS. EVERYONE WAS HAPPY, ENGAGED IN LIVELY CONVERSATION, AND ENJOYED A DELICIOUS MEAL AT A RESTAURANT WITH AN ENERGETIC ATMOSPHERE AND A DELIGHTFUL STAFF. MY MOTHER WAS IN HIGH SPIRITS AND MY FAMILY AS WELL. WE ORDERED A DESSERT SAMPLER FOR HER BIRTHDAY WHICH WAS WONDERFUL. AGAIN, OUR WAITRESS WENT ABOVE AND BEYOND TO ASSIST US IN MAKING THE EVENING A POSITIVE ONE. WE LEFT HER A SUBSTANTIAL TIP JUST TO PROVE IT!

I JUST WANTED TO SINCERELY THANK YOU FOR PROVING TO ME, ONCE AGAIN, WHY I COME TO YOUR RESTAURANT AS OFTEN AS I DO. EVERY TIME I COME IS NOT ONLY A FANTASTIC DINING EXPERIENCE, BUT THE STAFF IS ALWAYS FRIENDLY AND COURTEOUS BEYOND BELIEF. THANK YOU FOR BEING ONE OF THE BEST RESTAURANTS IN THE DOWNTOWN HARTFORD AREA, AND FOR ALWAYS PROVIDING ME WITH SUCH A POSITIVE AND INCREDIBLE DINING EXPERIENCE.

THANK YOU,

NAOMI PERKINS

CC: MAX RESTAURANT GROUP

Congratulations
Trumbull Kitchen!



Max Fish News

CONGRATULATIONS TO ADAM ALDERIN, EXECUTIVE CHEF OF MAX FISH!

AFTER AN EXTENSIVE NATION-WIDE SEARCH , WE ARE PROUD TO ANNOUNCE THAT THE POSITION OF EXECUTIVE CHEF OF MAX FISH, HAS BEEN AWARDED TO OUR VERY OWN ADAM ALDERIN.

ADAM STARTED HIS CULINARY ADVENTURE AT THE YOUNG AGE OF 16. WHILE HONING HIS SKILLS AT THE PRESTIGIOUS CULINARY INSTITUTE OF AMERICA IN HYDE PARK, NEW YORK ADAM BEGAN HIS CAREER AS AN EXTERN AT MAX AMORE. HE RETURNED TO SCHOOL TO GRADUATE AND IMMEDIATELY BEGAN HIS PROFESSIONAL JOURNEY.

WHILE WORKING IN WASHINGTON D.C. AT *RISTORANTE TOSCA*, ADAM TRAINED UNDER CHEF CESAR LAFRANCONI PREPARING CONTEMPORARY NORTHERN ITALIAN CUISINE. AFTER HAVING SUCCESSFULLY MASTERED EVERY STATION IN THE KITCHEN, ADAM, EMBARKED ON HIS NEXT CHALLENGE BY TRAVELING 2,500 MILES TO LAS VEGAS, NEVADA TO WORK UNDER THE TUTELAGE OF WORLD FAMOUS CHEF EMERIL LAGASSE AT *DELMONICO'S*, LOCATED INSIDE THE VENETIAN HOTEL AND CASINO. AFTER WORKING IN LAS VEGAS FOR SIX MONTHS, ADAM FOLLOWED HIS HEART AND RETURNED HOME TO HIS NEW ENGLAND ROOTS.

MAX AMORE WELCOMED BACK ADAM WITH OPEN ARMS. SHOWING HIS NEWFOUND KNOWLEDGE AND RESPECT FOR FOOD, ADAM WAS QUICKLY PROMOTED TO SOUS CHEF AND SUBSEQUENTLY CHEF DE CUISINE. PASSIONATE ABOUT FOOD AND DELIVERING AN AMAZING GUEST EXPERIENCE, IT IS PART OF ADAM'S DAILY ROUTINE TO SCAN THE RESERVATION BOOKS TO GET A FEEL FOR WHO'LL

BE DINING WITH US. WHETHER IT BE A DIETARY ISSUE OR A SIMPLE TASTE PREFERENCE, ADAM IS QUICK TO PREPARE DISHES THAT WILL UNDOUBTEDLY "WOW" OUR GUESTS. HIS EXCEPTIONAL CREATIVITY AND SKILL ARE JUST TWO OF HIS MANY ATTRIBUTES. JUST ASK ANY GUEST HE'S SERVED.

PLEASE JOIN US IN CONGRATULATING ADAM ON HIS NEW POSITION. WE LOOK FORWARD TO A VERY BRIGHT FUTURE WITH ADAM AT THE HELM OF MAX FISH!

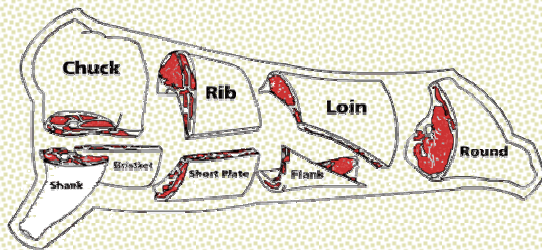
OPENING THIS AUGUST IN
SOMERSET SQUARE,
GLASTONBURY!



INTERESTED IN WORKING
AT MAX FISH?

IF SO, YOU'LL NEED TO START
BY TALKING TO YOUR MANAGING
PARTNER. DUE TO SPACE
LIMITATIONS, TRANSFERS
WILL BE LIMITED TO 2
SERVERS AND 1 BARTENDER
FROM EACH RESTAURANT.

Food for Thought



HOW WELL DO YOU KNOW YOUR CUTS?

CHUCK: MEAT IS BASICALLY MUSCLE, AND THE CHUCK HAPPENS TO BE A HEAVILY EXERCISED AREA. LUCKILY, THIS AREA CONTAINS A GREAT DEAL OF CONNECTIVE TISSUE, INCLUDING COLLAGEN. COLLAGEN MELTS DURING COOKING, MAKING THE MEAT INTENSELY FLAVORFUL. CUTS FROM

THIS AREA BENEFIT FROM SLOW, WET COOKING METHODS LIKE STEWING, BRAISING OR POT-ROASTING.

RIB: TENDER AND FLAVORFUL RIBS CAN BE COOKED ANY NUMBER OF WAYS. MOST RECIPES CALL FOR RIBS TO BE ROASTED, SAUTÉED, PAN-FRIED, BROILED, OR GRILLED.

SHORT LOIN: THIS AREA BOASTS EXTREMELY TENDER CUTS AND CAN BE PREPARED WITHOUT THE AID OF MOIST HEAT OR LONG COOKING TIMES. CUTS FROM THE SHORT LOIN MAY BE SAUTÉED, PAN FRIED, BROILED, PAN BROILED OR GRILLED.

SIRLOIN: "THE BACKBONE'S CONNECTED TO THE ... HIPBONE"—NOT A SONG, BUT A SIRLOIN. THESE TENDER CUTS RESPOND WELL TO SAUTÉING, PAN-FRYING, BROILING, PAN-BROILING OR GRILLING.

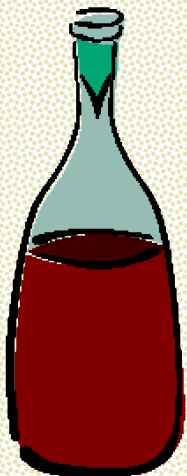
FLANK: THIS MEAT IS LEAN, MUSCULAR AND VERY FLAVORFUL. FLANK IS PRIMARILY USED FOR FLANK STEAKS AND ROLLED FLANK STEAKS. IT CAN ALSO BE USED FOR KABOBS.

SHORT PLATE: THIS SECTION IS BEST USED FOR STEW MEAT, WHERE ITS RICH, BEEFY FLAVOR CAN BE APPRECIATED.

ROUND: THE ROUND CONSISTS OF LEAN MEAT WELL-SUITED TO LONG, MOIST COOKING METHODS.

SHANK/BRISKET: TRADITIONALLY USED FOR CORNED BEEF, BRISKET IS BEST PREPARED WITH MOIST HEAT. SUITABLE PREPARATION METHODS INCLUDE STEWING, BRAISING AND POT-ROASTING.

Wine Trivia



DURING PROHIBITION, AN INTERESTING PRODUCT CALLED THE 'GRAPE BRICK' WAS SOLD TO THOUSANDS OF WINE-PARCHED HOUSEHOLDS ACROSS AMERICA. ATTACHED TO THE 'BRICK' OF DRIED AND PRESSED WINE GRAPE CONCENTRATE WAS A PACKET OF YEAST, AND THE STERN WARNING, "DO NOT ADD YEAST OR FERMENTATION WILL RESULT." SOURCE: LA BOHEME

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG" IS A COMMONLY BELIEVED TO BE THE ONLY ENGLISH SENTENCE DEVISED TO INCLUDE ALL THE LETTERS OF THE ALPHABET. HOWEVER, TYPESETTERS HAVE ANOTHER SUCH SENTENCE: "PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS." SOURCE: WOULD YOU BELIEVE IT

THE MOST EXPENSIVE BOTTLE OF WINE WAS SOLD AT AN AUCTION AT CHRISTIES, LONDON, IN DECEMBER 1985. THE BUYER PAID £105 000 FOR A BOTTLE OF 1787 CHATEAU LAFITTE CLARET THAT WAS ENGRAVED WITH THE INITIALS OF THOMAS JEFFERSON. ELEVEN MONTHS AFTER THE SALE, THE CORK DRIED OUT, SLIPPED INTO THE BOTTLE AND SPOILED THE WINE, MAKING IT THE MOST EXPENSIVE BOTTLE OF VINEGAR! SOURCE: NEW SCIENTIST

Employee News

BIG THANKS TO...

MAX'S TAVERN'S SHARIF ABDUR-RAUF WHO WENT ABOVE AND BEYOND THE CALL OF DUTY THIS MONTH WHEN HE PERFORMED THE HEIMLICH MANEUVER ON A CHOKING CUSTOMER. SHARIF'S QUICK RESPONSE AND EXPERTISE TRULY SAVED THE DAY! GREAT WORK SHARIF!

❄️ A TALE OF TWO EMPLOYEES ❄️

REGARDLESS OF WHETHER IT'S RAIN, SLEET, OR SNOW, THE MAX RESTAURANT GROUP PRIDES ITSELF ON STAYING OPEN DURING INCLEMENT WEATHER. AS A RESULT OF THIS COMMITMENT, WE HAVE GROWN TO BECOME A DESTINATION RESTAURANT FOR GUESTS WHO WOULD RATHER VENTURE OUT IN THE SNOW THAN STAY HOME AND OPEN A CAN OF SOUP.

THIS SEASON WE HAD TWO EMPLOYEES THAT STOOD OUT FOR THEIR EXTRAORDINARY DEDICATION TO THEIR JOB. THE FIRST EMPLOYEE TRAVELED ALMOST THREE HOURS IN EACH DIRECTION TO WORK HER SHIFT. THE SECOND EMPLOYEE WALKED TO THE BUS STATION WHEN HE COULDN'T SHOVEL OUT HIS CAR. WHEN HE FOUND OUT THE BUSES WEREN'T RUNNING, HE CALLED A CAB.

BOTH EMPLOYEES ARRIVED TO WORK IN A TIMELY MANNER AND APPROACHED THEIR DAILY RESPONSIBILITIES WITH VIGOR AND A SMILE.

THANK YOU FOR YOUR DEDICATION TO YOUR JOB, YOUR CO-WORKERS AND ABOVE ALL, OUR GUESTS.

PS SHARING THE NAMES OF THESE TWO EMPLOYEES IS INSIGNIFICANT AS BOTH CONSIDER THEIR EFFORTS AS NORMAL AND EXPECTED. NOW THAT'S BEING HUMBLE!



CONGRATULATIONS TO STEVEN ABRAMS, MANAGING PARTNER OF MAX DOWNTOWN AND HIS WIFE PAIGE, ON THE BIRTH OF THEIR SON WYATT ON FEBRUARY 22ND!

HELP MAKE YOUR NEWSLETTER GREAT!
EMAIL YOUR IDEAS AND SUGGESTIONS FOR
OUR SUMMER NEWSLETTER TO LISA @
LGARDINER@MAXRESTAURANTGROUP.COM