



Steaking a claim on menus

What hotels can learn from the modern steakhouse
Chef Aaron Brooks + Catherine Golding

IT'S ALL ABOUT CHOICE...



A wine bar that just serves red...?

THE ICONIC STEAKHOUSE...



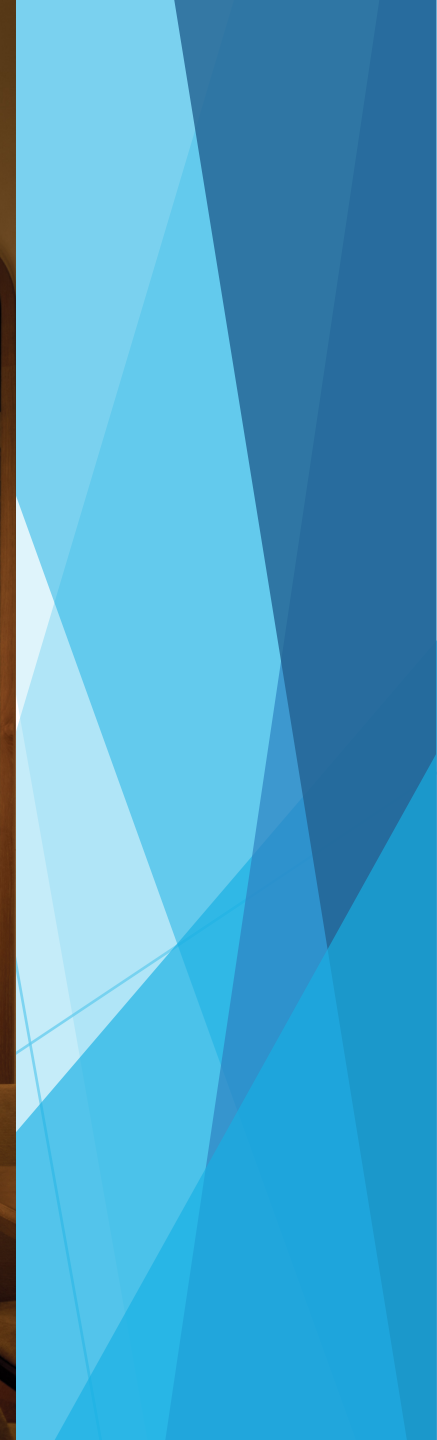




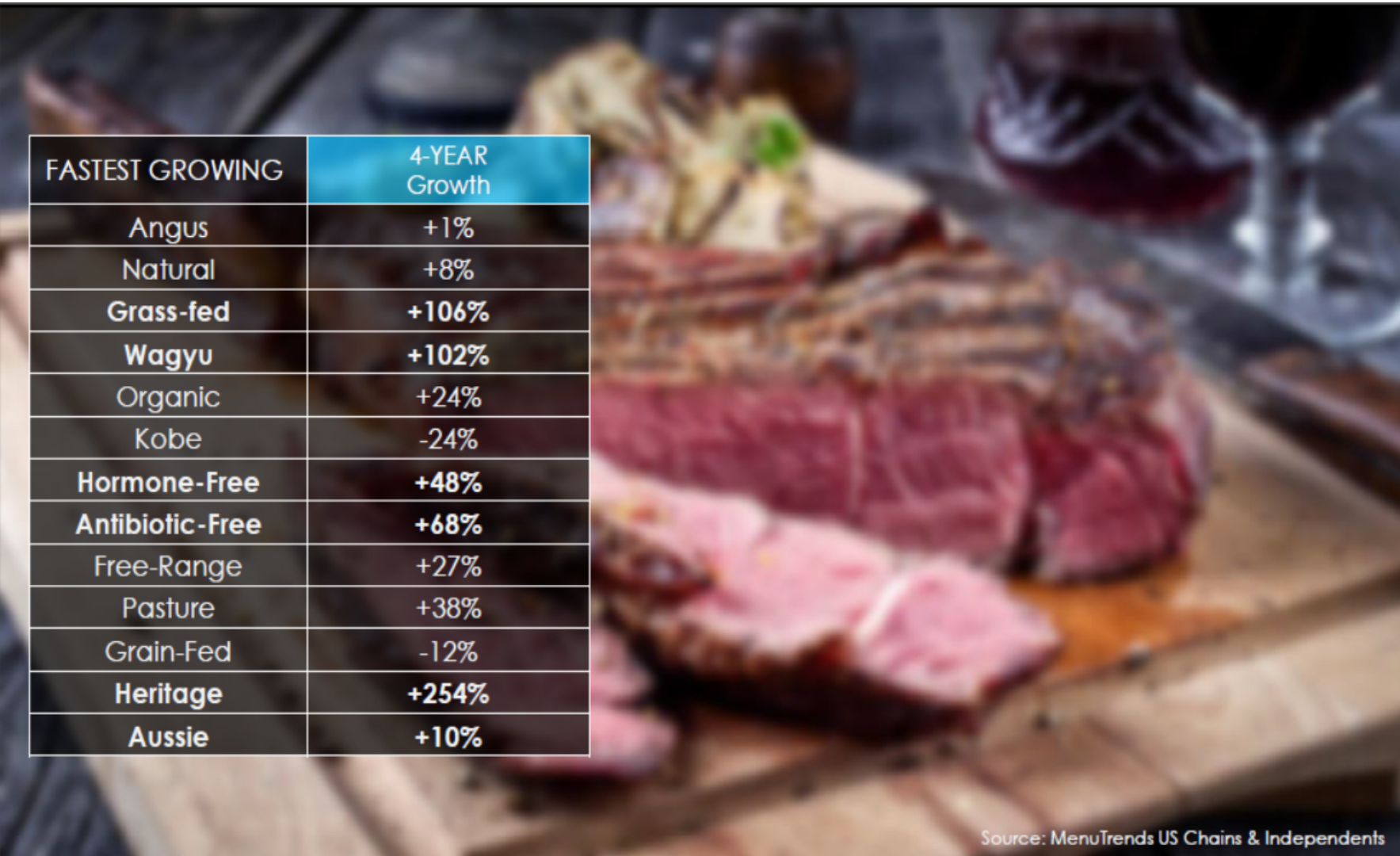
IS CHANGING







IT'S ALL ABOUT CHOICE



FASTEST GROWING	4-YEAR Growth
Angus	+1%
Natural	+8%
Grass-fed	+106%
Wagyu	+102%
Organic	+24%
Kobe	-24%
Hormone-Free	+48%
Antibiotic-Free	+68%
Free-Range	+27%
Pasture	+38%
Grain-Fed	-12%
Heritage	+254%
Aussie	+10%

Source: MenuTrends US Chains & Independents

EDGE steak & bar - miami



Grassfed: pasture raised all natural Australia

CAPE GRIM FILET MIGNON 7oz | 38

THOMAS FARMS NEW YORK STRIP 8oz | 30

Gibson's Italia - chicago

Gibsons USDA Prime Angus

Gibsons Restaurant Group proudly serves USDA Gibson's Prime Angus. We are the only restaurant group in the country to be awarded its own USDA certification.

FILET MIGNON (7oz)	46
FILET MIGNON (14oz)	78
NEW YORK STRIP (13oz)	51
NEW YORK STRIP BONE-IN (16oz)	54
CHICAGO CUT (22oz)	59
DRY-AGED LONG-BONE RIBEYE (32oz)	125
DRY-AGED DOUBLE CUT PORTERHOUSE (34oz)	99
ALASKAN KING CRAB OSCAR	24
CLASSIC BURGER	14
USDA Gibson's Prime Angus, lettuce, tomato & onion. Add american, cheddar, raclette, gorgonzola, or provolone \$2	
FILET MIGNON SLIDERS	18
Brioche bun & black truffle butter	

Grass-Fed Australian

Aged for minimum of 75 days.

NEW YORK STRIP (14oz)	54
BONE-IN FILET MIGNON (12oz)	60

Japanese Pure Kobe

Cut to order, from the Hyogo Prefecture, minimum 4 oz.

A5 SIRLOIN	35 / oz
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Housemade Sauces

BEARNAISE	2
HOUSEMADE STEAK SAUCE AAA	3
BLACK TRUFFLE BUTTER	4
CREAMY HORSERADISH	2
DUCK FOIE GRAS BUTTER	4



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Gibsons Italia

gibsonsitalia Grass-Fed Australian New York Strip. || Aged minimum 75 days. || Bring it on. #Gibsonsitalia

foodnfest Can't look anymore, it's too damn good

gibsonsitalia @foodnfest thanks! Hope you can make it in soon to check it out.

perennial_aging So good! Will you open in the burbs at all?

gibsonsitalia @perennial_aging you never know, it could happen!



241 likes

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Add a comment...



Wolfgang Puck's cut - las vegas









Ikinara standing steak bars

Welcome to
REALBBQ
we create realbbq culture in japan

#realbbq_jp



Steak-in-a-cup



Prime takeaways

- **Your diners are diversified, diversify your proteins**
 - Corn, grass, whisky (wagyu) + unique proteins like lamb
 - Portion sizes | flights
 - Cut variety
 - Dry | wet | rubbed
 - Regional
- **Beyond creamed spinach...**
 - Steak sauces are not limited to béarnaise or mushroom... sesame, tamarind, chimichurri
 - Crudo, pastas, ancient grains, popcorn, pickled anything, loaded everything

Stay in tune with locals + out-of-town guests

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STAY IN TOUCH...

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