New York Steakhouse
25-27 Nguyen Dinh Chieu
Dakao Ward, District 1
Ho Chi Minh City
Tel: +84 8 3823 7373
www.steakhouse.com.vn

11:30AM – 02:00PM
05:00PM – MIDNIGHT

Serves Steaks until midnight
Sommaire

04. Reserving the Barrel
06. How much a steak
08. Ratatouille
10. Roasted Garlic
12. Flower of salt
14. Initial BB
16. House guests
18. 12 steps to do perfect martini
20. Italian photographer
22. Charming City
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102 Ham Nghi, Ben Nghe, Dist.1, HCMC - (84-8) 3821 2134

RED APRON BOUTIQUES IN HANOI
10 Da Tuong, Hanoi - (84-4) 3943 7226
18 Yen The, Hanoi - (84-4) 3747 4889
91 Xuan Dieu, Hanoi - (84-4) 3718 0577
28 Xuan Dieu, Hanoi - (84-4) 3719 8337
No.6 lane 1 Au Co, Hanoi - (84-4) 3718 6271

RED APRON BOUTIQUE IN HOI AN
185 Ly Thuong Kiet, Hoi AN - (84-510) 3917 070
New York Steakhouse private label for 2013, Cape Mentelle

Cape Mentelle have a rich history of exceptional quality and consistency with Cabernet Sauvignon from a pioneering producer in Margaret river in the early 1970’s to a bench mark producer today. A single vineyard wine with the style evolving over time, the arm always to the define a wine displaying classic varietal character and opulence, strong regional identity and with the structure and fruit intensity to improve with extended cellaring.

TASTING NOTE:

**Appearances:**
Dark, virbrant ruby red.

**Nose:**
A complex and balanced mix of redcurrants boysenberry, coffee and rolled tobacco with a touch of violets and lavender.

**Palate:**
Inky and complex fruit with great poise and intensity combining dark berries, couverture and wet slate with velvety tannins leading to a long, cool and mineral finish
How Much More Does A Steak Dinner Cost Today?
From 1956 to 2013

"Marlene Dietrich once said that if she heard an American man rave about a meal, she knew he must have eaten a steak.

So it's 1956. It's not really 1956 of course, but we're pretending. It's 1956 and you're flush—the raise came through and it was substantial, or you finally landed the office next to the corner office—so you and the boys from work are going out for a big old steak. (And you are a male. Weird to have to make that distinction, but the exigencies of history demand, in this context.) A sirloin. A salad, and maybe some shrimp cocktail. What's the bill going to be? How much did you take out of the bank (as ATMs were but a dream, and credit cards were the province of a different class of people, at the time)?
You're going to Jack & Charlie's "21" on West 52nd Street in New York City, which is the name that the 21 Club then went by. You start with some steamers, at $2, and an onion soup gratin, at an even dollar, and then dig into Broiled Sirloin Steak with mash potato, for $4.50. "21" still has that speakeasy vibe—mostly men, maybe the non-wife women that accompany them, and you just set yourself back $7.50 (which would be $66.56 in 2013 dollars).

Now it's now again. The VC deal finally closed, or it's bonus time in the portions of Wall Street not occupied. Off to the 21 Club, which is still there on 52nd, still with the jockey statuary arrayed on the balcony over the entrance. Dinner is prix fixe now, so when you choose to start with the Ahi Tuna Tartare (coconut, lime, hearts of palm, Thai chilies and taro root chips) and the 21 Day Dry Aged Sirloin (with Yukon and purple potato gratin with blue cheese, sautéed tri color carrots and red wine reduction and a desert (which will have to be the equivalent of the onion soup you had 55 years ago), the bill will be $77.
Is that roughly ten-dollar difference significant? Have our steak dinners inflated at the same rate as, say, our candy? Or is it an aberration, and the steak dinner sector of the "delicious things" industry safe from economic pressures?
DISCOVERING THE SECRETS OF THE BEST CHEFS IS NOT SO DIFFICULT. JUST TAKE A SEAT AT THEIR TABLE.
Although the Disney animation hit of 2007 brought this term to the forefront of the American population the name refers to a French dish dating back to 18th century France.

Ratatouille is a traditional French Provençal stewed vegetable dish, originating in Nice. Served either hot or cold, the full name of the dish is ratatouille niçoise.

The word Ratatouille actually comes from the french term "touiller," which means to toss food.

Ratatouille originated in the area around present day Nice. It was originally a meal made by poor farmers, and was prepared in the summer with fresh summer vegetables.

The original and simplest form of Ratatouille used only courgettes (zucchini), tomatoes, green and red peppers (bell peppers), onions, and garlic. - Today it is generally served as a side dish to larger meals, although it can make a substantial main meal in itself. Our mother was cooking for my sister & me every Friday the Ratatouille & sunny side egg; we continue the ritual in NYSH

Other Names
Whilst ratatouille is believed to have been first invented in Nice, many other cultures have their own delicious versions of it.
The Italians have a similar recipe called caponata. This dish is used more like a relish.
The Spaniards have a similar dish is called pisto. The Greeks have a similar dish called briami, which typically includes potatoes. There are two comparable Turkish dishes, one called imam bayıldı (this version uses small eggplants sliced lengthwise as outer shells for an aromatic vegetable filling) and the other is called türlü (translated: "vegetable cassarole"), it uses a mixture of various vegetables. Philippines Both pinakbet and dinengdeng have a very similar look and similar ingredients with that of ratatouille. Both Philippines dishes include eggplants, tomatoes and onions among others. The Maltese version of ratatouille is called kapunata, which is very similar to its French counterpart. Kapunata is made with tomatoes, green peppers, eggplant, and garlic. Whilst olives and capers are optional they are common additions to this recipe. The Hungarians also have a very similar dish called lecsó. There is also a Bulgarian version of ratatouille called guivech. The Romanian ratatouille dish is called ghiveci. A similar dish in Southern Slavic cuisine is called ďuveč. In most versions it contains green beans and rice. The Armenian version, also served with potatoes, is known as turlu.
Garlic is normally used to fight demons: From Chinese vampire to Western dracula's, its anti-demon property may be a lot more popular than it's ability to heal. Garlic's strong odor maybe a concern for people with bad breath, but it's health-giving and preventative properties make it a herb worth taking a look at. Inscription on the Great Pyramid of Gizeh in Egypt mentioned garlic as one of the foods eaten by its builders. In the Second World War, the wounds of British soldiers were treated with garlic. At the same time, garlic is also referred to as the Russian penicillin because the Russians flew 500 tons of garlic to Moscow in 1965 to fight a flu epidemic. 
In northern China, where garlic production is high, people have the lowest mortality from stomach cancer in all of China. 
In short, garlic is one of nature's best natural remedy.
1. Garlic clears fats from the blood vessels, lower cholesterol, protect body from viral and bacterial infections

2. Garlic is a natural antiseptic

3. Could boost the immune systems

4. Garlic is nature's remedy in healing people with cancers.

5. Garlic act as an antioxidants and decongestant.

6. Helps reduce blood pressure

Carefully cut the tops of garlic heads, leaving the cloves of garlic without removing. Place garlic cloves in a baking dish, cut the sides up, sprinkle with water, salt and pepper, cover with foil. Cook under the broiler for 1h25minutes.

In NYSH all our steaks are served with roasted garlic, depending where is the garlic on your plate, depending how your meat is cooked (from the left, rare – to the right, well done)
A few years ago when I was living in New York I bought a small container of French sea salt for what I thought was an extravagant price. Since then my whole friends has become addicted to its light, briny taste, so much more delicate and pleasing than regular salt. We now use French sea salt at NYSH and because such a small amount is needed I can see now that the price was not at all extravagant. I still have a container of regular table salt that I use to cook with, but I can't imagine our Steakhouses will ever be without this special salt to accompany our meat.

Fleur de Sel
Literally flower of salt, fleur de sel is the first thin layer that forms on top of salt marshes mostly through the effect of drying winds. Fleur de sel is produced in Brittany and Noirmoutier on the western Atlantic coast of France and in the Camargue area in the south of France. The most famous of these salts is Fleur de Sel de Guérande which is distinguished with a Label Rouge, or red label, a sign of high quality in France. This is what we serve at NYSH.
The salt is hand gathered by paludiers (in Guérande) or sauniers (further south), who use several special wooden tools crafted to fit the specific needs of salt harvesting. (the wooden shelve you use in NYSH is one of them)
Its refined, delicate, crunchy taste is best appreciated as a condiment.

Salt in History
I have sometimes wondered about the importance of salt in history, it just didn't seem like that important of a thing to me. But when you realize that for a long time it was the only way people had to preserve food, its importance is evident.
In French history, the tax on salt called the gabelle played an important role in many events. People, who attempted to avoid this tax by illegally importing salt, were known as faux sauniers (or fake salt harvesters) and were punished brutally.
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(by appointment only)
Born 28 September 1934 is a former French fashion model, actress, singer and animal rights activist. She was one of the best-known sex symbols of the 1960s. In her early life, Bardot was an aspiring ballet dancer. She started her acting career in 1952 and, after appearing in 16 films, became world-famous due to her role in her then-husband Roger Vadim's controversial film And God Created Woman. She starred in Jean-Luc Godard's 1963 cult film, Contempt.

She was nominated for a BAFTA Award for Best Foreign Actress for her role in Louis Malle's 1965 film, Viva Maria!

On 21 December 1952, aged 18, Bardot was married to director Roger Vadim. In order to receive permission from Bardot's parents to marry her, Vadim, originally a Russian Orthodox Christian, was urged to convert to Catholicism, although it is not clear if he ever did so. They divorced five years later, but remained friends and collaborated in later work. Bardot had an affair with her And God Created Woman co-star Jean-Louis Trintignant (married at the time to actress Stéphane Audran) before her divorce from Vadim. The two lived together for about two years. Their relationship was complicated by Trintignant's frequent absence due to military service and Bardot's affair with musician Gilbert Bécaud, and they eventually separated.

On 18 June 1959, she married actor Jacques Charrier, by whom she had her only child, a son, Nicolas Jacques Charrier (born 11 January 1960). After she and Charrier divorced in 1962, Nicolas was raised in the Charrier family and did not maintain close contact with Bardot until his adulthood.

Starting in 1969, Bardot's features became the official face of Marianne, which had previously been anonymous, to represent liberty of France.

Bardot's other husbands were German millionaire playboy Gunter Sachs (14 July 1966 – 1 October 1969) and Bernard d'Ormale (16 August 1992 – present). In the late 1950s she shared an exchange which called "la croisée de deux sillage" ("the crossing of two wakes") with actor and true-crime author John Gilmore.

In the 1970s, Bardot lived with sculptor Miroslav Brozek and posed for some of his sculptures. In 1974, Bardot appeared in a nude photo shoot in Playboy magazine, which celebrated her 40th birthday.

Bardot caught the attention of French intellectuals. She was the subject of Simone de Beauvoir's 1959 essay, The Lolita Syndrome, which described Bardot as a "locomotive of women's history" and built upon existentialist themes to declare her the first and most liberated woman of post-war France.

Bardot retired from the entertainment industry in 1973. During her career in show business, Bardot starred in 47 films, performed in numerous musical shows, and recorded 80 songs. She was awarded the Legion of Honour in 1985 but refused to receive it.
Discover the Mekong River on an exclusive cruise from Saigon to Sa Dec experiencing the life’s journey of Marguerite Duras.

Day 1 - Ho Chi Minh City / Cai Be / Vinh Long / Sa Dec
A journey to visit by bicycle Tien Chau Ancient Pagoda and discover the everyday life in the Mekong Delta.

Day 2 - Sa Dec / Cai Be
Visit Sa Dec, the old-fashioned town where the French Writer, Marguerite Duras spent her childhood. Stop at the ancient house of Huy nh Thuy Le, the "House of the Chinese" described in Marguerite Duras’s novel, L’Amant.

Day 3 - Cai Be / Ho Chi Minh City
Embark on a local sampan boat and sail through small arroyos to explore the vibrant Cai Be’s floating market.
Binh Minh is a supermodel, actor and MC. Best known for competing in the 2002/2003 Manhunt International competition and finished in the top 10 international male models. Tho, was a young and talent lady in hospitality, She works now on as assistant of Director of British council, They are happy family with 2 kids

What is your favorite part of the dining experience at New-York Steakhouse
Delicious food and nice atmosphere. Excellent customer service is also a key memory for our dinning experience at New York Steakhouse.

If you could treat anyone to dinner at NYSH, who would it be?
Our close friends, and business partners, NYSH is a very sexy and friendly restaurant and it is also the perfect place for business diner during the week days

Pinot Noir or Cabernet Sauvignon?
Cabernet Sauvignon, A dry full bodied red, it taste like however your own personal taste palate and everyone has their own personal taste palate opinion.

Sea Scallops or Foie Gras?
Foie Gras, yummy.... at NYSH foie gras taste creamy, almost silky to the tongue on the inside.
Oh it is soooo good.....

Your favorite cut of steak?
Rib-eye, you haven't tasted steak until you have experienced American dry aged grass fed rib eye steaks at NYSH. Their rib eye steaks have an incredible true beef flavor which comes from the natural dry aging process.

If you can take a year off with your family in America, where would you go and what would you do?
New York for its beautiful Christmas decoration and atmosphere at every corner. We will watch some Broadway shows, do some shopping, and of course, eat at many nice restaurants..
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1. First, grab the vermouth out of the fridge. It needs to be in the fridge, because it's a perishable item. Take off the cap. Pour the vermouth into the cap. That's all the vermouth you need.
2. Now, take the glass pitcher, or metal vessel, out of the freezer, where it, too, should remain.
3. Put the ice in the container (a healthy handful of cubes, at least seven to eight, in my opinion), and then pour in the vermouth. You want not only to coat the bottom of the shaker/pitcher, but the ice as well. Give it a swirl, and then out it goes, right down the drain. Now, it's not necessary to shake it to death. A drop or two of vermouth is in proper proportion.
4. On to the gin, which should be kept in the freezer. Let's be tasteful here, folks. The contemporary man has been trained by various restaurants and bars that a martini should be somewhere between the size of your noggin and a bowling ball. Nope, nope, nope. Two shots. That's three ounces. No more. Could be a half oz. less, actually.
5. At this point, it depends what type of container is in use. If it's a glass pitcher, you stir. If it's a metal one, you swirl, in a semi-vigorous manner, but not violently. You want the ice friction to cause a chain reaction of cold, but you don't want to bruise the gin. Gin needs to be gently introduced to the vermouth, and there MUST be some ice melt dilution. So, swirl, or stir, depending.
6. At this point, put your container down and your accoutrements away. Find some good music. My first instinct is, and will always be, to go for Franck Sinatra. Why mess around? After Sinatra, there's Dean-o, then Sammy. After I've exhausted those, then, and only then, I will go for the lounge music.
7. Okay, back to the drink. Swirl it some more.
8. Now put out something to nosh on. My preference is for good old fashioned cocktail peanuts, Spanish-variety if you can find them. It was always good enough for Dad, so it's what I go with. I think it's passed on in the genes, actually.
10. Grab the olives out of the fridge. Take your toothpick and push out those nasty little red pimento buggers. Mount up two olives.
11. Swirl some more.
12. Strain the concoction into two martini glasses (I say two because martinis need to be drunk in the presence of beautiful women. The same logic goes for the olives. You use two, as Sinatra put it, so there's one for you, and one for the beautiful gal that's about to walk in the door.) In go the olives. Out go the day's troubles.
Fulvio Bonavia is an award-winning Italian photographer. Though he has shot ad campaigns for a wide range of international clients, such as Adidas, Heineken, Swatch, Amnesty International, and Alitalia, he is best known for his campaigns for automotive companies including Jaguar, BMW, Saab, Alfa Romeo, Daimler-Chrysler, and Audi.

Prior to establishing himself as a photographer, Bonavia worked as a graphic designer and movie-poster illustrator. In 2008, Hachette Australia published A Matter of Taste, a book featuring Bonavia’s conceptual photos of food as fashion—corn espadrilles, aubergine slippers, and a tagliatelle belt, for example. A French edition of A Matter of Taste was published in 2009, and a selection of images from the book was exhibited at the La Grande Epicerie in Paris.
A mixture of Cambodian hospitality, Asian exotica and Indochinese charm await the visitor to Phnom Penh. Situated at the confluence of three great rivers - known as the 'Chaktomuk' (four faces) or 'Quatre Bras' (four arms) of the Mekong, Tonle Sap and Bassac rivers - Phnom Penh is a city of more than 2 million people, the capital of Cambodia and the country's commercial, economic and political hub. It is also comparatively new travel destination. An adventure destination just a decade ago, the city is now a center of diverse economic and urban development and is quickly morphing an air of edgy chic with bistros and boutique hotels lining the riverfront, smart little silk boutiques and galleries dotting the side streets, a budding arts scene and a heady dusk-to-dawn nightlife.

As the capital city Phnom Penh is fairly young, only rising to the role in 1866, but is still steeped in history and offers several cultural and historical sites. The city was under French colonial control from 1863-1953, flourished in independence in the 1960s, besieged and then evacuated under the Khmer Rouge in the late 70s, repopulated in the 80s, revitalized in the 90s and now undergoing rapid change and development. Much of the central city including the Royal Palace and National Museum (both open to visitors) was built during the French period. You may notice the old French buildings in colonial yellow amongst the Southeast Asian shophouses and classic Khmer pagodas. The National Museum in Phnom Penh is the most significant public repository of Khmer artifacts in the country, displaying many important Angkorian artifacts and rare pieces from later periods. Other historical sites such as the old capital of Oudong and the Angkorian ruins of Phnom Chisor and Phnom Da lie within an easy day-trip of Phnom Penh.

Phnom Penh is also a gateway to Cambodia...the temples of Angkor near Siem Reap City in the west, the beaches of Sihanoukville and coastal towns on along the southern coast (Kampot, Kep and Koh Kong,) the minority peoples, jungles and wildlife of the northeast provinces and a wide-open, unspoiled countryside of rice paddies, little villages and lost temples across the country. Phnom Penh now, have its New York Steakhouse, located on No. 264, Street 63, Sangkat Tonle Bassac, Khan Chamkamorn.