



Woolley's

STEAKHOUSE
& AMERICAN
EATERY



the dish

A Full Course of Whats News at Woolley's Restaurant - Bloomington's Premier Steak House Since 1986

february
2012

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Craft Beers Are Here!

The Corner Bar "Taps" into Craft Beers

Craft beers are all the rage for every level of the beer connoisseur. The craft brewing genre has grown by leaps and bounds in the last 5 years.

In the US the American Brewers Association defines a American "craft brewery" as "small, independent and traditional". In order to be classified as a "regional craft brewery" by the brewers association, a brewery must possess "either an all-malt flagship or have at least 50% of its volume in either all-malt beers or in beers which use adjuncts to enhance rather than lighten flavor." Of the 1,759 breweries in America, only 43 are not defined as craft brewers.

The United states has the most craft beer brewers in the world. And did you know Minnesota is home to many of the best craft beers produced? And we've added them to our taps in The Corner Bar!

Ben Berry, our on-site restaurant manager and beverage honcho, has put together these select

offerings now available at The Corner Bar:

- Anchor 'Liberty Ale' - San Francisco
- Sierra Nevada Pale Ale - CA
- Furthermore Stout - Black River Falls, WI
- Central Waters 'Mud Puppy Porter' - WI
- Shells 'Firebrick' - New Ulm, MN
- Summit 'Winter Ale' - St Paul
- Bell's 'Winter White' - MI
- Fulton 'Sweet Child of Vine' - Mpls
- Odell 'Myrcenary' - CO.

Every newsletter issue will highlight a craft beer available at The Corner Bar. See The Corner Bar section on page 2 of this issue.



Bottoms Up!



sweet heart special

Love, Romance and Atrium Dining at Woolley's Restaurant.

Enjoy a 6oz Certified Angus Beef filet, 6oz lobster tail, fresh house salad, warm bread, scalloped potatoes and vegetable du jour.

Friday Feb 10th through Tuesday Feb 14th

\$45 per person
Includes single glass of House Wine

\$90 per couple
Includes a bottle of House Wine

call: 952.854.1010 • www.WoolleysRestaurant.com



the red carpet

We roll it out... with Trends and Insight from Woolley's Catering & Banquet Department

NEW for 2012: Banquet & Catering Menu

If you've been to a Wedding, Trade Show or Gala Event lately you may have noticed some new food service trends in the Banquets and Catering industry. At the core of these trends are socially interactive food presentations and/or preparations, unique desserts & late night snacks and local cuisine themes or foods representative of the area where the event is held.



The new year has already brought some changes to Woolley's Restaurant and our Catering & Banquet Department is no different. For Woolley's to remain a first-class special event provider, we constantly strive to look at new ways to improve our quality and creativity of foods and services.

A revamped Catering & Banquet menu is the most prominent, and recent change we've made

You'll find new and updated selections in most categories of the 2012 C&B menu. Here's a few highlights to tease you with:

- A NEW "VIP Presidential" suite package - an upscale version of our complete suite package
- Streamlined "Breakfast" packages and plated breakfasts
- NEW additions to our "Break" packages like: "Candyland" and "Donut" break time packages

- NEW "Slider" and "Organic" Luncheon Buffets
- Refined "Plated" Lunches
- Updated "Dinner" plates, "Hors d'oeuvre" and "Platter" menus

Plus our libation offerings... with an updated Wine List and Beverage selections. And don't forget the audio & visual portion of any event - it completes the interactive portion to any event!



Banquet Trend: Candyland package



Also NEW for 2012: Woolley's and the Embassy Suites Minneapolis Airport Hotel would like to extend a warm welcome to Nancy Hanson, our new Corporate Catering Manager.



The Corner Bar

Bloomington's
BEST
Neighborhood
HAPPY HOUR
4:00-6:00PM
Mon-Fri

All Craft
Beer Taps
are just \$2.75!
*DURING
HAPPY HOUR

Craft Beer of the Month:

Fulton 'Sweet Child of Vine' IPA
from Minneapolis

Balanced, complex, and approachable:
IPA as it should be. 6.4% ABV, 69 IBUs,
15.8 Plato, 12.5 SRM, Availability: Year-Round



Current
Happenings
at The Corner Bar

drink



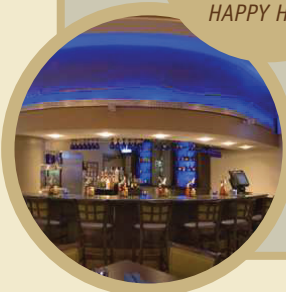
February Martini Specials:

Try brand new Three Olives Cake Vodka
in one of our delicious creations for only \$6

Vanilla Cake Martini - Vanilla Vodka, Three Olives Cake, Pineapple, Grenadine.

Chocolate Raspberry Cake Martini - Three Olives Cake, Razz Liqueur, Godiva, Chocolate.

Coffee Cake Martini - Three Olives Cake, Kaluha, Baileys, Espresso, Cream.



what's cookin'

Tips, Dish & Recipes from the Kitchen



Chef Peter's Cooking Class

"Winter Comfort Foods"

The new year brings back the popular Woolley's Restaurant Cooking Class with Chef Peter Christenson.

The January class was a great success! "Winter Comfort Foods" was the focus of last month's class - dishes that can be created at home. You didn't have to be a great chef to prepare these dishes and Chef Peter showed how. After all that's the whole purpose of his class.

Now that winter has arrived, there's nothing better than sitting down to a meal consisting of those warm "feel good" foods. You know, the dishes that evoke memories of comfort when you can smell them cooking or makes you melt as soon as it lands on your taste buds. It may be something your mother or grandmother used to make whenever the whole family gets together or reminds you of a special moment the first time you enjoyed it.

The food doesn't have to be complex. In fact comfort foods should be easy to prepare, so you can make them on a fairly short notice. Or prepared with minimal ingredients via a short trip to the grocery store or possibly right from your stocked kitchen. (Let's reserve stocking the kitchen and grocery store buying thoughts for future cooking classes and "what's cookin'" columns though.)

Stay tuned for dates and information on Chef Peter's next Cooking Class. We hope to present them quarterly, or more, throughout the year!

Call Woolley's Restaurant at 952.854.1010 or visit us online on our Facebook, blog or website for any updated info.

Menus: *"Always Evolving"*

*By: David L. Breen CEC, CFBE,
Food and Beverage Executive*

Successful restaurant operators keep up with emerging trends in the business. Menus need to be reviewed and re-invented periodically. This will assist in retaining existing customers and generating new demand. You will need to be attuned to the differences between a fad and a trend. Fads are short-lived while trends reflect longer-lasting changes in the industry.



Here's a list of emerging menu trends:

Right-size. *Portion sizes are being reduced as an alternative to raising menu prices. Look at customer's plates after they finish dining to judge how much of an item is typically not consumed. Also be aware of which menu items frequently result in a request for a take-home container. Be sure to coordinate the new portion size to the new menu price.*

Go green. *Feature locally grown and raised products on your menu. These will change seasonally. Inform your guests of local product sourcing so that they can appreciate your efforts to support sustainability.*

Go organic. *Organic foods and wines are increasing in popularity and availability. Consider featuring these items on your menu and wine list. Inform your guests of the health benefits of eating and drinking organic food and beverages.*

Be interactive. *Ask guests for a favorite recipe. Several chain restaurants recently have used recipe contests as a way to freshen or reshape menus as well as a way to involve their customers. This makes menu writing an interactive process with your customers, and may result in increased loyalty.*

Get fresh. *Add freshly-squeezed juices to your cocktail menu. Incorporate them in creative, signature cocktails. Guests are willing to pay more if they are aware that fresh ingredients are being used.*

By expanding your menu offerings and infusing new ideas into your restaurant, you can broaden your customer base beyond your regular diners.



The
Coffee
Bar

Good Morning!
Grab a cup of coffee to start your day.

**The Coffee Bar
BREWING HOURS:**
Daily 7:00am - 8:00pm

(LOCATED NEXT TO THE CORNER BAR)

the big heads

Leaked Bits from the business
side of the Restaurant Industry

Restaurant Trends for 2012

The Nat'l Restaurant Association's "What's Hot in 2012" survey of nearly 1,800 professional chefs—members of the American Culinary Federation (ACF)—reveals that children's nutrition and local sourcing will be the hottest trends on restaurant menus this coming year. The chefs also identified smart phone apps and tablet computers as the top technology trends. In addition, 6 out of 10 chefs said they would consider a food truck as an entrepreneurial business venture.

The top 10 menu trends for 2012 will be:

1. Locally sourced meats and seafood
2. Locally grown produce meals
4. Hyper-local items
5. Sustainability as a culinary theme
6. Children's nutrition as a culinary theme
7. Gluten-free/food allergy-conscious items
8. Locally produced wine and beer
9. Sustainable seafood
10. Whole grain items in kids' meals

© 2008 American Culinary Federation



2012 HOT TREND: Locally Sourced Foods

looking ahead

february

5 Super Football Day!
Watch the BIG GAME at The Corner Bar with Food & Drink Specials

14 Valentine's Day
Dining Specials
(see page 01 for details)

march

17 St. Paddy's Day
Join us at Corks in St. Paul

next issue

Watch for the March issue coming soon!

the suite life

Getting to know the Mpls-Airport Embassy Suites

Embassy Suites Hotels re-invented the upscale hotel experience by creating a superior all-suite lodging value, enabling guests to control their own experience to meet their individual needs for specific travel occasions. Embassy Suites Hotels offer a unique set of benefits and well-defined product/service standards not available to guests of other upscale or all-suite hotels.

For business travelers, it's a place to re-charge after a long day with all the space and business amenities road warriors need to stay connected.

For leisure travelers, it's a place that understands families, from our spacious two-room suites as well as



our famous complimentary, cooked-to-order breakfast served every morning.

Tying it all together are our team members who are known for providing vibrant and innovative service – true hospitality service that is gracious, engaging and caring.

Embassy Suites® Highlights

- Guests enjoy a complimentary cooked to order breakfast every morning.
- A complimentary Manager's Reception is held every evening, featuring beverages and light appetizers.
- Lush open-air atriums
- High-speed internet access in the suites and public spaces and complimentary 24-hour Embassy BusinessLink™ Business Centers with PrinterOn® remote printing.
- State-of-the-art workout equipment in our PRECOR® Fitness Centers, open 24/7.
- 100% unconditional Satisfaction Guarantee. If guests are not completely satisfied, they are not expected to pay.

half price!

Evenings for Wine Lovers

All bottles from our extensive award-winning list are half price with any entrée purchase.

Wednesdays & Sundays
5pm - 10pm

eat & drink deals

BLOOMINGTON BUSINESS EMPLOYEE DISCOUNT

You + 1 Guest at Woolley's or The Corner bar will receive 1/2 OFF any regularly priced entrée!

Offer valid Monday-Friday
Work badge or pay stub required to receive discount.

half off!



location, hours & links

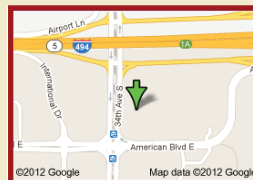
[WOOLLEYS MENU](#) | [BRUNCH MENU](#) | [BAR MENU](#) | [WINE LIST](#) | [DESSERT MENU](#) | [HOLIDAY INFO & EVENTS](#)

Woolley's Restaurant

Lunch ~ 11:00am - 2:00pm, Mon - Sat
Dinner ~ 4:30pm - 10:00pm Everyday
Brunch* ~ 11:00am - 2:00pm Sundays
(*Not available when Holiday Brunch is offered)

The Corner Bar

11:00am - 12:00am - Daily



(CLICK MAP TO ENLARGE)

7901 34th Ave So, Bloomington, MN 55425
(near the Mall of America)

For Reservations:

952.854.1010

www.WoolleysRestaurant.com

For Events:

www.EmbassyWeddings.com

Visit our partner Tri-City Restaurant properties:

Chez Daniel is located at 2800 American Blvd West Embassy Suites Hotel in Bloomington.
(952) 888-4447

Chez Daniel
"Just East of France"

CORK'S
Irish Pub

Cork's Pub is located downtown St. Paul, at 10th & Jackson, in the Embassy Suites Hotel.
(651) 224-5111