



20 YEARS IN 20 DAYS

Schedule of Events and Details

Saturday, October 1: *USC ALUMNI STAFF PARTY*

A celebration for all current and past staff of Union Square Cafe over the past 20 years. This event is open to staff only. 11:00 PM to 2:00 AM

Sunday, October 2 – Friday, October 7: *ENTER THE USC RECIPE CONTEST*

Does your signature pasta dish have what it takes to land on USC's menu? If you think so, submit your original recipe to us this week. The winning recipe will be posted on www.unionsquarecafe.com on Tuesday, October 11th, and featured as a special on Monday, October 17th.

To enter, please:

- **email** your recipe in the body of an email (note, we will not accept recipes sent as file attachments) to info@unionsquarecafe.com with "Recipe Contest" as the subject heading
- or*
- **fax** a typed copy to 212.627.2673, Attn: Recipe Contest (handwritten entries will not be accepted)

Please make sure to include your name and contact information on all entries. Recipe should be in the style of what you might find at USC, and must not have been previously published.

October 3-7: GUEST GIVEAWAYS AT UNIONSQUARECAFE.COM

Visit www.unionsquarecafe.com each day to register to win the following prizes:

- Monday, October 3:** USC COOKBOOKS - 20 winners to receive *Union Square Cafe Cookbook* or *Second Helpings*. \$35.00 Value
- Tuesday, October 4:** 20 - \$20 GIFT CARDS to Dine at Union Square Cafe. \$20.00 Value
- Wednesday, October 5:** ILLY ESPRESSO MACHINE model FrancisFrancis! X5. Visit www.illyusa.com for machine details \$650 Value

Thursday, October 6: 8 TICKETS to 2 WINE & FOOD DINNERS AT USC in 2006
\$700 Value

Friday, October 7: JEROBOAM of 1985 BILLECART-SALMON CUVÉE NF RD 2000
OWC \$960 Value

* No purchase necessary to enter or win and will not improve chances of winning. Open only to legal US residents. Offer ends on October 14th. Void where prohibited. Subject to complete official rules available at unionsquarecafe.com on September 6th. Estimated odds of winning, values, quantities and payment schedules available with complete rules at unionsquarecafe.com.

Saturday, October 8: *MORNING MARKET MEETING: "THE ART OF CREMA"*

Union Square Cafe is proud to serve Illy Caffè, one of the most respected names in the coffee industry. Illy Caffè has been perfecting the espresso coffee process for over 70 years. Please join us for a special Morning Market Meeting at Galleria Illy where we will explore the art and culture of crema with the direction of Illy's staff, considered by many to be the leading authority on coffee. Chef Michael Romano, an espresso connoisseur in his own right, will be on hand to discuss his great appreciation of Illy Caffè and all things coffee, as well as share his own tips on how to pull a perfect espresso. The meeting will be held at Galleria Illy (382 West Broadway, between Broome and Spring St., SoHo) from 8:00am-10:00am. The meeting cost is \$50 per person, and you can reserve by calling Stephanie McLellan at 212-989-3510, ext. 24. Space is very limited and will be filled on a first-called, first-reserved basis.

Sunday, October 9: *WINE & FOOD DINNER: 1985, A VINTAGE to REMEMBER*

Union Square Cafe opened during the harvest of 1985, one of the benchmark vintages of the 1980's. "Vintage of the Decade" was the banner for many regions in the world of wine. When Danny first opened USC, he made a commitment to cellar and serve extraordinary wines, often from smaller, lesser known producers, at reasonable prices. This has enabled us to meet wonderful, interesting winemakers from around the world, many of whom have become loyal friends of USC. Several have graciously supplied us with some of the few remaining bottles from their own cellars. In celebration of our 20th Anniversary, USC will hold a 1985 Vintage Wine and Food Dinner on October 9th, which will begin promptly at 6:15pm. We hope to see you there! Entry form is by **lottery only** – see the form on the back page of the newsletter for entry. \$198.50 per person, all-inclusive.

Monday, October 10: *COMMUNITY DAY "20 Years of Planting Seeds in our Neighborhood"*

USC staff will plant daffodils in Union Square Park from 10:00am to 2:00pm. This event is sponsored by New Yorkers for Parks in collaboration with the City Parks Department of New York. We are thrilled that our team will have the opportunity to give back to the neighborhood that has made the last 20 years possible.

Tuesday, October 11: *RECIPE CONTEST WINNER POSTED*

Log on today to www.unionsquarecafe.com to see the winner of our Recipe Contest! Then make a reservation for October 17th to taste the winning recipe!

Wednesday, October 12: *A TOAST TO PURVEYORS*

By Invitation Only, 8:00am-10:00am

For the farmers, winemakers, repair team and others who have supplied us with our products and kept our business going, this morning's event is a toast to them, our partners!

Thursday, October 13: *GUEST GIVEAWAY: DINNER FOR TWO ONCE A MONTH FOR A YEAR!*

* See above rules and regulations for winning

Friday, October 14: *USQ WINES & SPIRITS CELEBRATES THE WINES OF USC*

Christopher Russell leads a tasting in the Salon of Union Square Wine & Spirits for a discussion on the classic producers of USC's wine list. To reserve, please call Kara Miller at Union Square Wine & Spirits at 212.675.8100.

Where: Union Square Wines and Spirits—Salon, 33 Union Square West Between 16th and 17th St.
Cost per person: \$50.00
Hours: 7:00pm-8:30pm

Saturday, October 15: *KIDS MORNING MARKET MEETING: JACK-O-LANTERNS AND PUMPKIN PIE*

New York City isn't a popular destination for pumpkin picking, but it just might be after Union Square Cafe's Morning Market Meeting for Kids featuring, you guessed it, pumpkins! Just in time for Halloween, we will explore the history of this quizzical fruit and its various uses—and not just the culinary kind. Chef de Cuisine Carmen Quagliata will host a pumpkin carving party, and Pastry Chef Emily Isaac will share some of her favorite sweet pumpkin recipes such as pumpkin upside down cake, pumpkin ice cream, and of course, pumpkin pie. The morning will begin at 8:30am and will conclude at 10:00am with a tour of the Greenmarket. This meeting is open to kids aged 7-12, each of whom must be accompanied by one adult. The cost per child is \$65 *plus two cans of food* to be donated to City Harvest. To reserve, please call Stephanie McLellan at 212-989-3510, ext. 24. Space is very limited and will be filled on a first-called, first-reserved basis.

Sunday, October 16: *ROLL BACK LUNCH*

Today, Union Square Cafe offers a special three-course lunch menu for \$19.85, featuring a collection of daily specials. Bottles of wine will also be offered for \$19.85.

Reservations will be accepted beginning on Sunday, September 18th at 9:30am by calling 212.243.4020, or on Monday, September 19th by logging on to www.unionsquarecafe.com.

Monday, October 17: *WINNING RECIPE TO APPEAR ON USC MENU*

The winner of the recipe contest will dine at USC tonight in celebration of their win! Make a reservation and come celebrate with us. Join us to raise a glass to our winner!

Tuesday, October 18: *“MORNING SALON” WITH BRYAN MILLER*

For our guests who are curious about the food industry and what it looks like from the inside, we invite you to join Bryan Miller, former *New York Times* restaurant critic, and Danny Meyer in an extended “Coffee Talk,” the popular opening segment from past Morning Market Meetings. Coffee and muffins will be served while these two insiders share their perspectives of the culinary world and answer your questions. “Morning Salon” will be held from 8:00am until 10:00am, and costs \$50 per person. You can reserve by calling Stephanie McLellan at 212-989-3510, ext. 24. Space is very limited and will be filled on a first-called, first-reserved basis.

Wednesday, October 19: *MORNING MARKET MEETING: “BIG APPLES”*

Have you ever wondered what the difference between a Crispin and a Gala is? Or pondered what constitutes a baking or an eating apple? Union Square Cafe invites you to its “Big Apples” Morning Market Meeting where we hope to answer all of your questions, as well as impart facts about apple country in New York State, which is ranked as the nation’s second largest apple producer. To aid us in our quest to learn more about apples, we will welcome a local apple farmer from the Greenmarket who will discuss the most popular regional apple varieties and lead us in an apple tasting. Executive Chef Michael Romano and Chef de Cuisine Carmen Quagliata will share some of their favorite apple dishes, which Christopher Russell, our General Manager and Wine Director, will complement with a tasting of cider. This morning will begin at 8:00am and conclude with a Greenmarket tour at 10:00am. The meeting cost is \$50 per person, and you can reserve by calling Stephanie McLellan at 212-989-3510, ext. 24. Space is very limited and will be filled on a first-called, first-reserved basis.

Thursday, October 20: *HAPPY BIRTHDAY USC!*