



2001

Other Side of the Table

HOTFAB 2001 draws hundreds of the industry's finest F&B executives for networking, education, and the Washington, D.C. Capital Hilton's finest hospitality.



HOTFAB's Opening Reception, at the Capital Hilton Presidential Ballroom. Hilton displays its worldwide food concepts for banquets and catering.

Paul Keeler, executive vice president of food and beverage for Hilton Hotels, and Chef Sergio Hurtado of the Capital Hilton collaborated on the opening reception, offering a sumptuous display of international banquet station concepts, including fresh rolled noodles, Hawaiian, Ethiopian, south of the border fare, and a sugar-blowing demonstration.

Clark Wolf opened the conference with his unique and urbane view of what's hot and what's not in New York City. Jim Sullivan, author of *Mind Your Own Business*, recharged the audience with heart and soul approaches to hospitality service and team building. Keynote Speaker Dieter Huckestein offered insight into his life from F&B

apprentice to hotel man and corporate executive. As executive vice president of Hilton Hotels Corporation and president hotel operations, Huckestein shared his vision for Hilton, his personal and corporate challenges, and his appreciation

of those heroic individuals who step forward and face the ever-changing challenge of the hospitality industry.

Master sommelier Andrea Immer expanded the crowd's wine vocabulary, emphasizing the sophistication of "sweet" wines and the importance of learning how to sell them (see *Immer's column on page 21*). The wine tasting and presentation expo followed with wine vendors offering food pairing options,

leading into the Boston Beer "Cooking with Beer" contest.

Five finalist chefs presented unique recipes using Sam Adams Beers in the bustling Hilton kitchen. They offered a spectacular array of crowd-pleasers from Sam's diamondback (rattlesnake) gumbo to the winning chocolate-cherry bread pudding with cream stout caramel sauce.

Thirty-nine vendor sponsors joined the festivities with displays of innovative F&B solutions. Attendees had the opportunity to sample new products in a congenial atmosphere enlivened by Hilton's tropical-themed hospitality station.

HOTFAB gives hotel F&B executives an opportunity to renew friendships, make new connections, and share thoughts on current challenges. HOTFAB will be held October 6-8, 2002, at the Omni Shoreham Hotel in Washington, DC. For information, visit www.hotfab.com. ♥



Opening keynote speaker Clark Wolf, president of Clark Wolf Company, presents "Now What? New Paths to Success."