



Welcome to the *Best Of Long Island Restaurants & Entertainment* magazine summer edition. I was overwhelmed by the warm response our premiere edition received, and I thank you for your kind e-mails, letters, phone calls, your incredible response to the DJ CHEF FOOD 411 radio show, and the 450,000 hits (an all-time high) to my Web site, DJCHEF.com. Seems like we have brought to Long Island a well-needed quarterly publication on the LI dining scene.

We have raised the bar with our summer edition. As you've probably noticed from the change in our mast-head, our coverage now includes "Entertainment." However, the concept of "food as entertainment" is shared by many chefs. In fine restaurants, food is artfully presented, menus read like poetry, and the décor sets the stage. Occasionally, entertainment takes the form of dinner theater, music, wine dinners, benefits, tastings, and other events you'll hear about from us. So in addition to highlighting the finest caterers, gourmet shops and advertisers our magazine will introduce exciting entertainment venues. We welcome several talented and influential reporters: Debra Markowitz of the Long Island Film & TV Foundation; author and speaker, Katrina Mayer; Jill Shapiro, a healthy lifestyle chef; and Julie and Dan D'Ancona, wine experts.

We also cover quality-of-life issues like the impact of our food choices on our health and the environment. In our new column, "The Healthy Palate," reporter Jill Shapiro keeps us posted on ways to make healthful choices when dining out without sacrificing good taste. The *Seafood Choices Alliance* has provided us with the "Seafood Lover's Guide to Environmental Dining." Katrina Mayer reports on the growing interest in plant-based diets in her article, "Veg Out" and in "CSA—Community Supported Agriculture," you will learn how to inexpensively purchase the freshest, locally-grown organic fruits and vegetables while supporting local agriculture.

We will still focus on that rare breed of people—those restaurateurs and chefs who give to their customers as a parent gives to their child. Most work about 100 hours a week, including holidays and weekends. They donate food and time they don't have to charity benefits. They respond to tragedies in the community with open arms. They give gift certificates, and comp meals. Most will never make a million dollars, taking on average, five years to break even. For investors, restaurants are the last enterprise they would bankroll, so restaurateurs max-out credit cards and sacrifice salaries during start-up months. I am happy to be in the position to create greater awareness of these fine restaurants and these wonderful, one-of-a-kind people, who do their job out of PASSION!

I look forward to keeping Long Island on the cutting-edge of this exciting food and entertainment community through our parent company, 4 STAR MEDIA, who produces this magazine, the FOOD 411 Radio & TV features, and through my personal Web site DJCHEF.com, which archives the FOOD 411 radio features. I am also dedicated to offering our advertisers and sponsors multiple media to present their innovative products and services. Our goal is to continue to expand coverage of this ever-changing industry and to present you with breaking news about the latest trends and happenings on the most beautiful place to reside: Long Island.

Cheers,

Marc Weiss

Send questions & letters to Marc at: mweiss@fourstarchef.com

FROM THE EDITOR

FOOD 411

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