



HOPKINS
FOODSERVICE
SPECIALISTS, INC.

F.Y.I.

Consultants to the Best in Foodservice Planning and Engineering
Early Winter 2008

HOPKINS SNOWING WORK

EDUCATION

CSD:
Frostburg University
Davis Brody Bond
Aedas:
Columbia University
Business School
Eagle Academy
Ewing Cole:
USMAPS at
West Point
Gardner Hills Ele. at
Ft Campbell
Mancini Duffy:
NYU Third North
Dining Hall

WORKPLACE

Ewing Cole:
Navy Model
Design-Build RFP
Gensler:
Mayer Brown
KCCT:
OBO Valetta
HSM:MM
Von Braun II

Mancini
Duffy:
Council on
Foreign
Relations
Fannie
Mae

SOM:
PSAC II
Inland Steel
Corporation
URS:
Longworth House of
Representatives

RECREATION

Fentress Bradburn:
Marine Corps
Museum
Grimshaw
Miami Science Center

ARE YOU NEXT?

Dear Associate:

This FYI is also our very late Christmas card. As a group we decided to create our card together. Antonio drew the chef-snowman that was Chris's idea and Brielle wanted to insert her favorite cookie recipe. Everything was going smoothly. Then we got slammed with work the week we planned to go into production, so the greeting went bye-bye.

To the many of you who sent us cards, thank you! We enjoyed your art and your sentiments. Here at last is our own holiday greeting, rolled into belated wishes for a happy, healthy, and prosperous New Year.

Speaking of being late, the theme of this issue is "time," that mysterious fluid within which we all try to be productive and enjoy life. Despite the best efforts of clocks and calendars, those tidy numeric instruments shouldn't deceive us into thinking that time is regular. We all know that it's not. You don't have to be Einstein to notice that time is relative. Imagine what you could do with a week as perceived by a puppy or a toddler. I surmise that it is possible to dominate time, though packing hours is an art-form that perhaps only the wisest and wildest among us ever truly masters.

The Hidden Treasure article in this issue is about the gold of time, money, and peace of mind. Planting treasure for others to discover, and finding treasure others left for us, are equally thrilling. Whenever we can find pockets of time and money that we weren't aware existed, we should celebrate. So break open the champagne there is plenty of hidden treasure in our new year. The year 2008 offers us more time to learn, to laugh, and to make the world a better place.

If you receive this letter, it's because we have fun working with you. I hope it shows. Keep calling. We never take you for granted; we strive always to earn your next project.

Peace in 08,

Lynn Hopkins

HIDDEN TREASURE

Pirates and treasure hunters sail to the remotest places in the world to find stashes of doubloons that someone didn't want to entrust to the local megabank. An attentive pedestrian is thrilled to spot a c-note nestled by a mischievous strong breeze under no one's bush. Better-yet, he finds a Van Gogh at the flea market. In a recent discussion with Richard Hopkins, we talked about where he places hidden treasures in his designs and in his work process.

Dominate Time

Having worked in many kitchens in his professional infancy, Richard learned well the toil of the culinary employee. (Maybe that's why one of his favorite TV show is *Dirty Jobs*; the other is BBC's *Restaurant Nightmares*). Culinary workers spend their days leaning over steamy cauldrons, mopping greasy floors, and carrying heavy loads through narrow aisles. Hot oil spits at them, ear wrenching disposals growl, and from time to time a hungry knife stabs and makes them bleed. Summer and winter, they may have to endure reeking garbage, trips from the fire-pit into the freezer, aching legs and cranky customers. The contrast can be striking--between the howls in the back of the house and the symphonic quality of a good meal.

Richard is passionate about food service. He loves the orchestration of a meal-time rush; he loves the chemistry of baking, the feel of dough, and the balanced flavors of a perfect sauce. Though cooking is his first love, he traded in his toque for a desk chair and a computer mouse to make the world, that is the stainless steel world of a kitchen, a better place to spend a professional lifetime.

Still chef at heart, every time he creates a special feature that improves the workplace or food quality, he feels the relief. Here are a few of the treasures that he slips into his plans. The T is for the treasure of time, P is for peace of mind, and \$ is \$.

- Extra capacity is built into the layout and the equipment so when the user needs it...voila! (T)
- Walls and counters don't wash away because the finishes hold up to heavy cleaning. (\$P)

OVER



CONTACT HOPKINS

NEW YORK CITY
27 West 24th St.
Suite 301
New York, NY 10010
212.679.9293 tel.
212.929.6505 fax

WASHINGTON, D.C.
7906 MacArthur
Cabin John, MD 20818
301.320.9200 tel.
301.320.9202 fax

OR

800-387-0237

HOPKINS-FS.COM

E-MAIL:

Lhopkins@hopkins-fs.com

SCRUMPTIOUS PINE-NUT COOKIES WITH ROSEMARY!!!

Copyright: marthastewart.com

Ingredients

3 1/2 t. coarsely chopped fresh rosemary
 1/4 c. pine nuts, toasted, plus more for topping the cookies
 2 1/4 c. all purpose flour
 1 t. baking soda
 1/2 t. ground ginger
 1/4 t. coarse salt
 10 t (1 1/4 sticks) unsalted butter, softened
 1 c. plus 2 T granulated sugar
 2 T extra virgin olive oil
 3 T heavy cream
 1 large egg
 Fine sugar for sprinkling

1. Preheat oven to 325 degrees.
2. Finely chop rosemary in food processor. Add pine nuts; pulse until coarsely ground. Transfer to a large bowl. Whisk in 2 cups flour, the baking soda, ginger, and salt; set aside.
3. Combine butter and sugar until pale and fluffy, using an electric mixer with a paddle attachment; about 5 minutes. Mix in oil. Reduce speed to low. Mix in flour mixture. Add cream. Mix until well combined; about 2 minutes. Mix in egg, then remaining 1/4 cup of flour.
4. Shape the dough into 3/4 inch balls, and space 2 inches apart on baking sheets lined with parchment paper. Flatten slightly with fingers and top each with a pine nut. Sprinkle sugar on top.
5. Bake cookies until edges are golden, rotating sheets halfway through baking time; about 12 minutes. Let cookie sheets cool 10 minutes on wire racks; then transfer cookies from sheets to racks until cool.

Vermeer



Hidden Treasure Continued...

- That was easy! The warranty for that equipment repair went through without a hitch. (T\$)
- Plumbing nightmares aren't reality! No overflows, back-up, scale clogs, off-flavors. (T\$P).
- Workers stay out of the obituaries because of low-voltage power and GFI connections in wet zones. (\$P)
- Where there is smoke, Richard fires up prevention by extending exhaust canopies, insulating unexposed areas, keeping the flame from fuel. (P\$)
- Slips and falls don't happen because water drains off the floor, which also allows the floor to smell clean. (P\$)
- Wall corners are not jagged, ceilings don't sag, and T-bars aren't rusty. (P)
- Lines are crisp and true too! Counters don't sag. (P)
- It's easy to keep the workplace immaculate when there's a planned place for every tool. (P\$)

All Hopper



EPI LOG ENTHRONES NEW YORK TIMES CAFETERIA!

Epi Log, the blog of Epicurious.com, conducts what it calls Cafeteria Smackdowns that pit New York cafeterias against each other. Epi log recently placed the grand champion widely renowned, oft celebrated, and almost worshipped Hearst cafeteria in the ring with the new kid in town, The New York Times cafeteria designed by HOPKINS under Gensler and RPBW.

Both cafeterias were rated for Design first, then Food, and Price.

The Winner: *The New York Times!* As a preface to the blog, Epiblogger Michael Y. Park states, "Hey, hey, before I get any complaints about how most of the Cafeteria Smackdown participants have been huge international media megacorporations, and how it's not fair to throw in a little ol' local daily among such bruisers, let me preface this edition of the Smackdown by noting that it was the newspaper's people who approached me about them taking part."

Excerpts from the review follow:

"The Times cafeteria actually has two levels, and makes the most of it, with the main

- A well-designed room isn't crammed with equipment--especially not with ugly, vendor freebies. (P)
- A well designed food service space repels pests. (P\$)
- Newness evolves! Users far into the future can rearrange the space because utilities are available, and the design is literally not cast in stone and steel-welded. (\$)
- Core equipment lasts and lasts but second tier pieces can easily be swapped for the latest (energy saving) model. This way remodeling needn't require refinancing. (\$P)

When it comes to running his projects, Richard knows that his clients value thoroughness and responsiveness first and foremost. Architects and clients save time and its associated costs with quick, reliable answers. His sound judgment rests on on more than 30 years of experience. Richard knows that trust in his company's product and performance is a treasure that far exceeds fee. It's treasure he doesn't want to hide. ∫

dining hall and the food area downstairs, and a lounge space upstairs near the executive dining rooms, and meeting rooms and special-event buffet halls. The traffic flow is smooth everywhere, devoid of pile-ups, and everything is well lit with natural sunlight and some great views of the Times Square area. There's also a cozy little coffee shop off to one side, serving Illy coffee (Illy



won a blind Times-employee taste test that included Peet's and Starbucks). The entire building's color scheme of warm saffron yellows and scarlets continues here. It lacks the grandiosity of Hearst, but it's by no means cramped. I didn't think it was

possible, but Hearst has been edged out on the design score. Score 9.5." **The Winner: The New York Times.**

"Call it David vs. Goliath, the Little Engine That Could, or Hometown Boy Does Good. This scrappy little paper known as The New York Times has the best cafeteria in Midtown, so far, felling the undefeated Hearst Tower, and all of us here in the big Apple are very proud of it. Don't get cocky, NYT." **For the full article go to www.epicurious.com/articlesguides/blogs/editor/2007/12/cafeteria-sma-1.html**