



Bistro AIX November / Holiday 2009 Newsletter

Bistro AIX Gift Card Incentives - So Simple, So Rewarding!

With the holidays just around the corner, it's time find the perfect gift for everyone on your list.

Even more **important is to find something you feel good about giving and that you know will be appreciated and used.** That's where Bistro AIX comes in! And this year, we have some **exciting incentives** to make your gift-giving easier than ever!



Beginning Friday, November 27th, we will offer \$10 in "AIX Bucks" for every \$50 spent in Gift Card purchases! That means you can purchase gifts for your friends, family and associates, and earn your own AIX Gift Bucks to enjoy in the new year! Mix and match quantities however you desire.

If you would like to purchase Bistro AIX Gift Cards and you will be shopping at the Avenues Mall on Friday and Saturday after Thanksgiving, we will be there, too! Look for the colorful Bistro AIX Gift Card sales table at the Avenue's Mall Center Court (in front of Santa's Photo Experience and Starbuck's) Friday and Saturday, November 27 and 28 from 11am - 7pm.

If you prefer to stop in to Bistro AIX to purchase your cards or phone in an order, of course, we are always there to assist you! One of our friendly hostesses or managers can process your purchase or have it mailed free of charge (first class postage) anywhere in the country.

Bistro AIX Gift Cards...so simple, so rewarding!

*"AIX Bucks" promotions begin 11-27-09 and end 12-24-09. Holiday 2009 "AIX Bucks" will be valid for food and beverage purchases at Bistro AIX beginning January 1, 2010 through March 31, 2010. "AIX Bucks" are allocated in \$10 increments for every \$50 Gift Card purchase made. For more information, quantity orders, or other details, please contact Ted Hayes or Jerry Mullen at 904-398-1949.

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More Value, More Choices Than Ever at Bistro AIX!

New Half-Priced Happy Hour Pricing...WOW!

Half-priced offerings from our regular cocktail menu make your choices broader and easier than ever to enjoy. **Join us Monday - Friday from 4pm- 7pm** for your favorites at either the beautiful ONYX or Main bars.

Our new Fall Flavors [\\$29 Prix Fixe Menu](#) is available Sunday - Thursday from 5pm - 7pm

and offers all of the seasonally-inspired selections you crave most, packaged together to make it easy to build your perfect menu. Just select a soup or salad, one of eight different full-sized entrees, and a dessert and that's it! Then sit back, relax and we'll take care of the rest.

More reasons to love our award-winning wine list...more than 30 bottles at \$30 and under!

With choices from French Bubbly (Bouvet Brut Rose...\$30) to California Cabernet Sauvignon (Shooting Star...\$26) and everything in between, you'll find what you love at a very reasonable price point.



Coming Up: In our next newsletter, we will share the interesting stories of some newly-sourced menu items about which we are very excited: the **Montana Ranch Piedmontese Beef** and **Loch Duart Salmon**. Come taste them now from our current menu: **Ribeye with roasted potatoes, Brussels sprouts, creamy horseradish & crispy onions** and **Seared Loch Duart Salmon with goat cheese mashed potatoes, arugula & blood orange sauce**.



Executive Chef
Tom Gray

Recipes from Chef Tom

Thanksgiving is a favorite time of year for my family. While my son, Quinn and I especially love the pumpkin pie, my wife Sarah Marie craves the [Sausage & Mushroom Stuffing with Goat Cheese and Decadent Mashed Potatoes](#), recipes I developed several years ago for the USA Weekend Magazine's Holiday Food Issue.

And if you are looking for a departure from the traditional for dessert, try our [Chocolate Banana Bread Pudding](#) recipe that was featured in last week's Florida Times Union.

I hope you enjoy these seasonal favorites on your holiday table as much as we will on ours!

Congratulations to the entire staff and management at Bistro AIX for being voted [Folio Weekly's 2009 "Best Restaurant"](#) and Chef Tom Jacksonville's "[Best Chef](#)"!

We thank you for your votes and for choosing Bistro AIX when you dine out. It is our distinct pleasure to serve you!

James Beard Award Nominations: Calling All Opinionated Diners!

Remember how exciting it was in February when we learned that Chef Tom was a semi-finalist for the James Beard Award for Best Chef: South?

We always wondered who nominated him (it's still a mystery!) but we recently learned that participating in the James Beard Awards process has never been easier. There is an **open call on-line nominating forum** at http://jamesbeard.starchefs.com/awards/vote/index_2.php. A simple registration process will lead you to the entry form. Nominate your favorites in up to 19 categories now through December 31st.

You can nominate Chef Tom in the **Best Chef: South category** (for Chefs who have set new or consistent standards of excellence in their respective regions), and because we celebrated our 10-year anniversary in 2009, Bistro AIX is also eligible for **Outstanding Restaurant Award** (a restaurant in the United States that serves as a national standard-bearer for consistent quality and excellence in food, atmosphere and service. Candidates must have been in operation for at least 10 or more consecutive years).

Thank you for your support; we will be sure to keep you posted!



Corks Against Cancer Program Returns

Bistro AIX is pleased to participate again this winter in the **Corks Against Cancer** program in conjunction with **Blackstone Winery and The Rally Foundation**.

For each bottle of Blackstone wine purchased at Bistro AIX and other local restaurants and wine merchants, \$.50 will be donated to help fund *local* children's cancer research at Nemours Children's Hospital.

Enjoy Blackstone **now through January 15, 2010** and know your purchase is helping children, families and medical researchers find answers to the mysteries of childhood cancer.



Chef Tom, Alan Papp (Darioush Winery Attache), and Lee Abraham (Republic National Distributing Co.) at the Darioush Winery Showcase event in November.



Our most recent wine event featuring **Darioush Winery** was incredible. As one of only five Darioush wine events hosted in 2009 across the country, it was a Bacchanalian feast of the highest order!

Mark your calendars for our next wine adventure for a **Pacific Northwest Showcase event on Saturday, January 9th** with **Randy Ford of King Estate Winery**. Seating is limited and tickets are \$125 per person (including tax and gratuity). Please call Parker McKeller at 904-398-1949 to reserve your seat. More details to come!

Catered Events and Holiday Hours

Bistro AIX Catering and Events - Our Place or Yours? Our on- and off-site catering team will help you plan your perfect event, large or small, here or there, in a box with a fox or a train in the rain! Nothing is too simple or too elaborate; from sandwich and salad platters to sit-down affairs, we've got you covered like the Cat in the Hat (without all the mess!). Call Parker McKeller today at 904-398-1949 to choose your date and begin planning!

This holiday season, Bistro AIX will observe the following hours of operation:
Thanksgiving: Closed on Thursday, Nov. 26. Closed for lunch on Friday, Nov. 27. Reopen for dinner service on Friday, Nov. 27 at 5pm. **Christmas Eve:** Open for lunch service from 11am - 2:00pm; closed for dinner service. **Christmas Day:** Closed.
Saturday, Dec. 26: Dinner service begins at 5pm. **New Year's Eve:** Open for lunch 11am - 2:00pm. Special New Year's Eve Celebration will begin at 5pm. (More details on New Year's Eve in our next newsletter). **New Year's Day:** Closed for lunch. Dinner service begins at 5pm.

We look forward to serving you this holiday season and in the new year ahead!

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