



The Modern Café

By Francisco J. Migoya, The Culinary Institute of America

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- Includes nearly 250 recipes plus 150 sub-recipes, more than 100 photographs, and approximately 75 illustrations
- Breaks the café down into its five key components -- the bakery, the pastry shop, the savory kitchen, beverages, and the retail shelf -- with expert advice and contemporary recipes for each area
- Author Francisco Migoya is an assistant professor at The Culinary Institute of America, where he teaches the Café Operations class for the Baking and Pastry Arts program

With information on all aspects of the café business-finances, human resources, food production, recipe/menu development, and even décor-*The Modern Café* offers both inspiration and instruction for anyone who wants to operate a successful café.

"The Modern Café is an impressive volume in both breadth and depth that elevates standard café fare to something worthy of the term cuisine. Francisco Migoya generously shares his years of experience and research, offering a fresh, contemporary approach to casual dining. His technical skill and eye for detail are inspiring, resulting in respectful yet inventive interpretations of the classics. Migoya has given all of us professional cooks, pastry and savory alike, another invaluable resource. " —Michael Laiskonis, Executive Pastry Chef, Le Bernardin

"What a high level of professionalism in a book full of originality and creativity! Francisco Migoya has created a new work with technology, sensitivity, and passion—an invaluable contribution to the world of gastronomy. Enjoy it!" —Oriol Balaguer, Pastry Chef and Owner, Oriol Balaguer Boutiques

"Francisco Migoya's *The Modern Café* is a beautiful book that will be used as a practical guide and inspiration for professionals and home cooks alike. " —Grant Achatz, Chef and Owner, Alinea

"This book is just amazing—there is so much information, detail, and inspiration. You can really see Francisco's passion for pastry. This is an outstanding follow up to his first book, *Frozen Desserts*." —Patrick Coston, Pastry Chef and Chocolatier

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Editorial Review

Amazon.com Review

A professional guide to every aspect of the launch and management of a modern, upscale café.

The Modern Café is the first comprehensive, must-have reference for the aspiring restaurateur or café owner who wants to make sure he gets every detail right.

This exquisitely illustrated volume is packed with professional guidance and master recipes for breakfast pastries, artisanal sandwiches, truffles and treats, and much more. Additionally, an entire chapter is devoted to the retail shelf, a key contributor to any café's financial health.

Recipe Excerpts from *The Modern Café*



Pan-Fried Baby Artichokes with Lemon Aïoli



Financiers



Elderflower Ganache Pops

From the Inside Flap

The Modern Café

As consumers become ever more informed, more sophisticated, and more pressed for time, the modern café must adapt to meet its customers' needs. Operating a successful café requires the chef to be a master of many trades with a deep understanding of quality, refinement, and business strategy. Today's café might offer breakfast baked goods, artisan breads, desserts, cakes, savory items, chocolates and confections, beverages, packaged retail items, and frozen desserts, and *The Modern Café* is the first book to address them all. Pastry chef and CIA Assistant Professor Francisco Migoya examines these major categories in information-packed chapters covering everything from recipes to pricing, displays, and packaging. Chef Migoya provides wonderful recipes for many popular café standards as well as some imaginative, colorful, and eclectic recipes that are sure to delight a wide variety of palates. Chapters include:

The Bakery: This is typically a low-cost/high-profit area, where most sales come from volume production. Migoya covers the seven key ingredients and provides master recipes for brioche, croissants, Danish, pound

cake, muffins, scones, biscuits, and breads, with multiple variations for each.

The Pastry Shop: This area requires special skills and a certain level of expertise to prepare cakes, individual desserts, tarts, and specialty cookies. Migoya includes contemporary recipes with ingenious twists and provides tips throughout to increase efficiency.

The Savory Kitchen: With a focus on soups, salads, small plates, side dishes, entrées, and hot, chilled, and warmed sandwiches, this section in a café requires a particular attention to speed and prompt service, and à la minute preparation is key. Migoya provides dozens of mouthwatering recipes and he covers the most cutting-edge equipment available for today's savory kitchen.

Beverages: Most people walk into a café to buy coffee, tea, and other hot drinks. Successful cafés prepare them well and serve them at the proper temperature. Migoya covers all the essential techniques for hot and cold beverages, as well as beer and wine sales, which can be a great way to improve any café operation's bottom line.

The Retail Shelf: House-made chocolates; confections; jams, marmalades and jellies; spices; salts and other condiments; and special-occasion items are just a few of the options for expanding sales and extending the café's reach through the retail shelf. This chapter includes tips and considerations for packaging and display, along with dozens of imaginative recipes.

Migoya's modern, refined recipes require precise execution, attention to technique, and the highest-quality ingredients. The art and craft of the baker, pastry chef, and chef are evident in every recipe. With stunning photography, real-world advice, and expert instruction on the launch and management of a café, this book is a pioneer in the field of modern café operation.

From the Back Cover

The Modern Café

Francisco J. Migoya E The Culinary Institute of America

The first comprehensive, must-have bible for anyone looking to turn a café business into something truly special

Filled with gorgeous photographs and delicious recipes, as well as invaluable information on everything from café production to choosing the right equipment, *The Modern Café* is the only book to address every aspect of managing a casual, upscale modern café. Whether you want to know the secret to a perfect croissant or the best way to package a truffle, this volume holds the answers. Written by a former executive pastry chef at Thomas Keller's The French Laundry, Bouchon Bistro, and Bouchon Bakery who has run The Culinary Institute of America's own café, the Apple Pie Bakery Café, since 2005, this book is an essential guide for novices and veterans alike.

Users Review

From reader reviews:

Bobby Hall:

What do you consider book? It is just for students because they are still students or that for all people in the world, the particular best subject for that? Merely you can be answered for that question above. Every person

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