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Bruce Cost
Culinary Partner
1/10/2007

The Right Stuff

A commitment to local producers and naturally raised products

First of all, happy Year of the Pig; the Chinese New Year begins February 18th.

In recent years large scale pork growers, in response to growing chicken sales, bred a leaner, faster growing pig in an attempt to be, "the other white meat." Unfortunately they also bred away pork's naturally great flavor. Here and there across the country, chefs are just beginning to buck this trend, and we thought we'd be among the first to offer old fashioned, naturally raised pork to our customers in Chicago.

Our resolution is to bring you the best, safest, healthiest and freshest foods we can find and wherever we can extend this "greening" of Big Bowl, we will, from biodegradable carryout packaging to staff uniforms made of bamboo fiber.

When you enter Big Bowl, you'll notice our "Right Stuff" sign displayed near the host stand. This lists the naturally raised, often locally grown products we're featuring that day.

It might be large, wild sea scallops from Nova Scotia or heirloom Duroc pork shipped from a nearby farm to our Minnesota restaurants. As we increase our involvement with small farms and suppliers, we'll regularly post featured products we'd like you to try, and your server can help order dishes that feature these.

Freebird Chicken - Given the popularity of chicken at Big Bowl, we've made our biggest change. We are now offering the meat from whole, fresh, antibiotic free chickens from Freebird Farms in Pennsylvania, and cutting it up in-house. It's expensive for us but, healthiness aside, we're proud to present chicken that is tender, juicy and wonderfully flavored, because it further distinguishes our food. In the long run, your enhanced enjoyment of what you eat at Big Bowl and the security you feel as you enjoy it, will pay for itself.

For any comments, please e-mail me at bcost@leye.com.