

place. You can't be only three things to all people. There are only three original items left on the dinner menu now, the rest are all new.

What is your favorite item on the menu?

The seared salmon with lemongrass basil broth and rice noodles. I love lemongrass because it's light and effervescent but not overpowering. To me, chicken should taste like chicken, beef should taste like beef. So if you don't like salmon or are only eating it because it's a healthy alternative you won't like this dish.

What do you see as your biggest challenge at Toast?

The hardest part is getting 400 people in for dinner after getting 400 people in for breakfast. People just aren't spending \$150 on going out to eat anymore. Things are moving toward small neighborhood bistros and restaurants that serve really good food. People still want to go out, they just don't want to spend all their money doing it.

A few online reviews complain about the service staff, what's the issue?

You want a professional service staff. Other big, major cities have servers that take pride in what they do. In this region, serving tables seems to be a secondary job and sometimes the pride just isn't there. How do you fix that? You trim the fat. You have to let people go.

What is your favorite junk food?

A slice of New York style pizza with only cheese and sauce, that's it. There is this little place under the Brooklyn Bridge owned by this 70 year old man. This guy takes it so seriously when gets sick or has to be somewhere else he closes the place even though his sons work for him. He won't let them cook.