


PROCESS BOOK

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CONCEPT ARTICULATION

Sugarbeet is a modern, casual dining restaurant and cooking school that trains low-income persons in the community who are interested in pursuing a career in cooking. Its mission is to foster a community that supports a passionate and unpretentious love for all things food through dining and education.

The restaurant is located in an old brick building in Detroit, Michigan, right next to the Redford Theater on Lahser Rd. The upstairs serves as a prep kitchen and hosts the Sugarbeet Cooking School, while the downstairs area hosts a central bar and contains small table seating. Sugarbeet serves New American cuisine, meaning it assimilates flavors from the melting pot of traditional American cooking techniques and mixes it with foreign components. The food is always fresh, sustainable, and ensures a minimum of 60% of the menu to be sourced locally. Sugarbeet encourage these standards to their guests and students through their cook book and cooking classes.

The Sugarbeet Cooking School provides professional, high-end chef training to low-income persons in the Detroit community who are interested in pursuing a career in cooking . The head chef Lars Fillmore and sous chef Brione Johnson volunteer their time and expertise to lead hands-on courses that train students on how to detect the best qualities in fresh ingredients and speak the language of the high-end cooking world. Sugarbeet believes this knowledge can make a world of difference in students' lives by providing them with the opportunity to cultivate a healthier community and envision a brighter future.

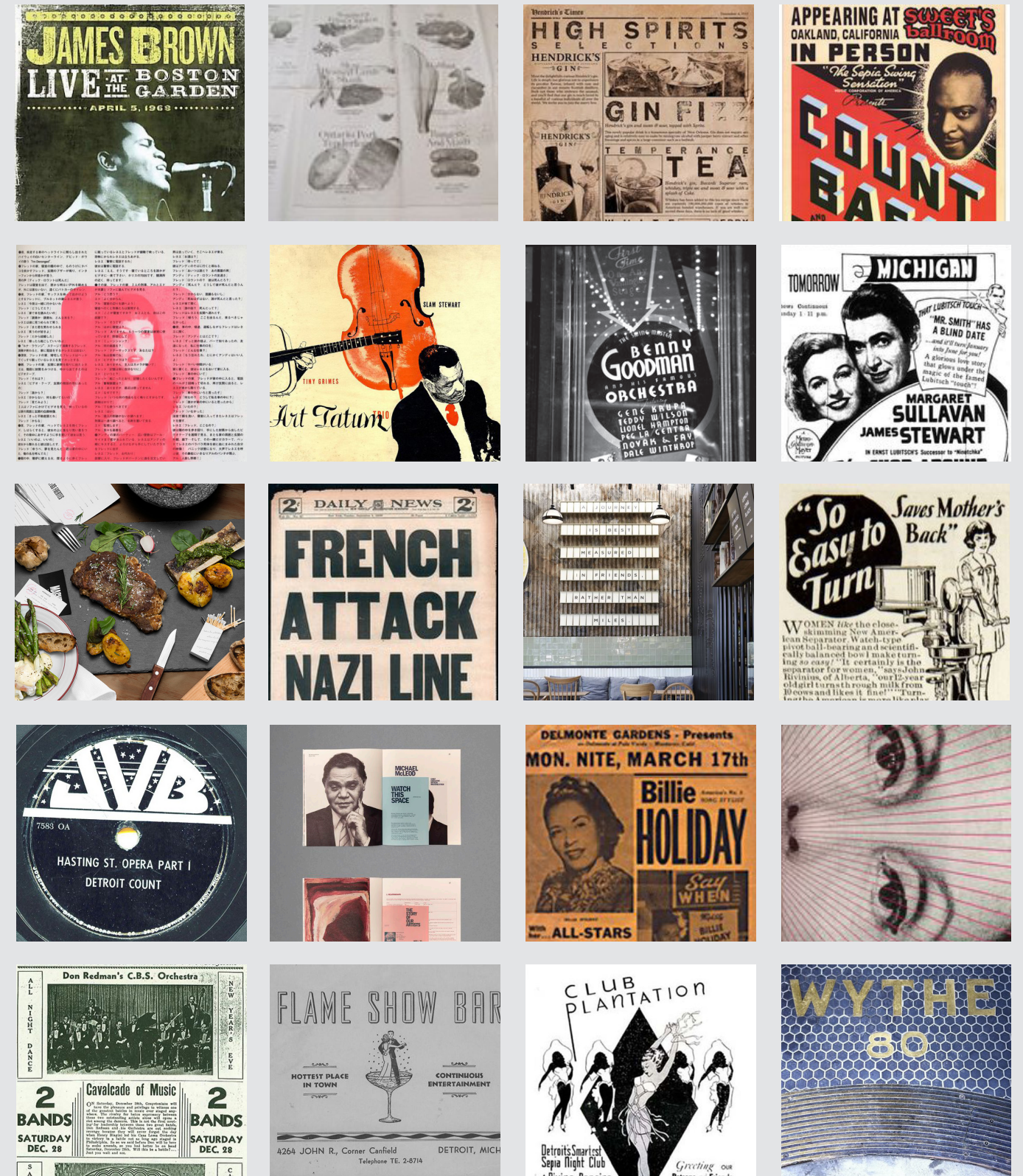
Pulling inspiration from Detroit music history, the Jazz and Bebop age of the 1940s, 50s, and 60s stood out as a clear design concept for the branding of Sugarbeet. Artists like Aretha Franklin, Miles Davis, Yusef Lateef, The Supremes, Thad Jones, The Shirelles, and Milt Jackson inspire the theme of the branding and identity. The artists themselves represent more than their hit songs, rather they embody the concept of the cooking school itself. Each artist symbolizes a break from tradition and the cultural norms of the time, they each did something out of the ordinary and became successful through hard work and perseverance. Typefaces reflect the era and the beats, with old newspaper headlines and jazz flyers inspiring headers and alignment, while funky typefaces, old photographic treatment and symbols are incorporated to pull out noteworthy details.

Staying true to its roots, Sugarbeet is named after the crop, Michigan being one of the largest harvesters of sugar beets in the country, and additionally becomes a subtle nod to 'beats' in music.

Inspiration for print collateral, motion and photography is pulled from old jazz flyers, pocket books, 1940s-60s cars, music pages, roughed-up yellowing books, leather, brass trumpets and instruments, newspapers, cars, train stations, and of course, the Jazz and Bebop genres.



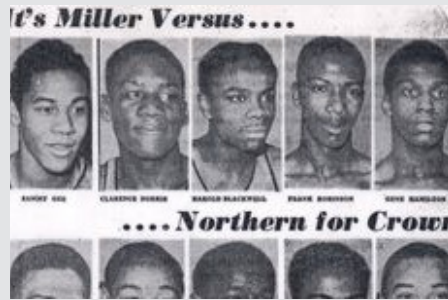
RESEARCH BOARD



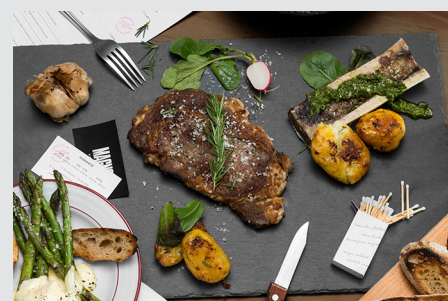
MOOD BOARD



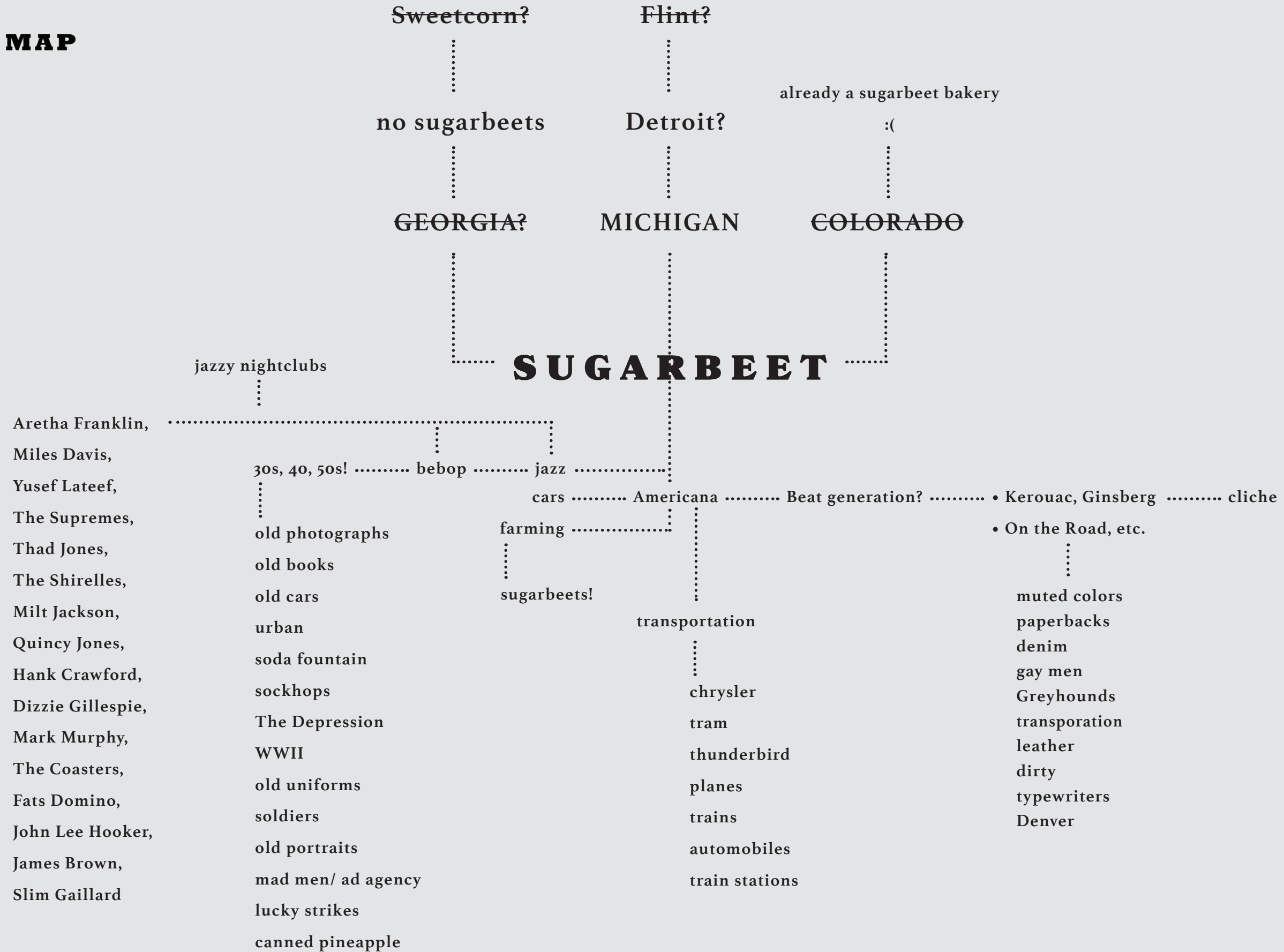
1/2 cup shortening
1/2 cup melted shortening
3 eggs - 1 cup milk
1/2 cup baking powder
1/4 teaspoon salt
Add the boiling water to the corn meal and stir until well mixed. Allow to cool. When cool add the melted shortening, well beaten eggs, milk, salt and



BLUE BIRD INN
5021 TIREMAN
WEST SIDE DETROIT'S MOST BEAUTIFUL AND EXCLUSIVE BAR - PRESENTS -
* PHIL HILL *
AND HIS PROGRESSIVE JAZZ



 **MIND MAP**



MENU ROUNDS

MIDDLES

- COUNTRY PASTA**
braised grass-fed beef, red wine, parmesan 14
- HERBY BARLEY SALAD**
butter-basted mushrooms, olives, parmesan 16
- STUFFED CHERRYSTONE CLAMS**
bread crumbs, garlic, parsley 10
- SLOW-COOKED LAMB ROTI**
habanero peppers, farinot's cheese, cilantro 14
- LENTIL SALAD**
poached egg, cucumbers and collards 10
- BISON MEATBALLS**
peppers, pork fat, tomatillo spice 10

MAINS

- ROASTED YARDBIRD**
orange wine, olive chips, potato gnocci 28
- RAINBOW TROUT**
charred orange, bay leaf 16
- RIBEYE FOR TWO**
28-day aged, compound butter, lemon milk 24
- GRILLED EGGPLANT**
fish hot sauce, crispy eggs, tomatillo peppers 15
- FISHERMAN'S STEW**
tomato, saffron, garlic, bay, potato soup 30
- SEARED DUCK BREAST**
verjus, roasted turnips, mascarpone grapes 30

SIDES TO SHARE

- BUTTERNUT SQUASH**
sage, onion, ricotta, butter 8
- SAUTÉED MUSTARD GREENS**
garlic, red pepper flakes, olive oil 7
- SMASHED NEW POTATO**
butter's yeast, sour cream, scallions 8
- LENTILS**
green lentils, tzatziki, sauté 8

STARTERS

- BENNE SEED AVOCADO**
anchovy, chili, dates, orange, balsamic vinegar 8
- POMEGRANATE CLEMENTINE SALAD**
beef tenderloin, dates, walnuts 10
- HOT BEET BORSCHT**
beef tenderloin, dates, walnuts 10
- SWEET POTATO KIMCHI PANCAKES**
soy, orange, serrano pepper sauce 10
- CRUDITÉ & LETTUCCES**
cantaloupe, tomato, olive, balsamic dressing 12
- FRIED MULLET WITH A DRESSED EGG**
mushrooms, capers, milk 10

MIDDLES

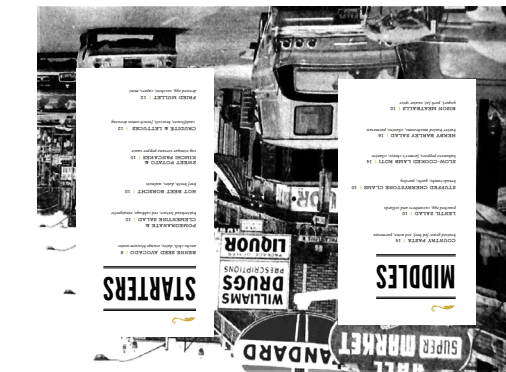
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BEFORE



BIRDS EYE VIEW—SHOWING ABOUT THREE MILES SQUARE—OF THE CENTRAL PORTION OF THE CITY OF DETROIT, MICHIGAN.

AFTER



COCKTAIL LIST ROUNDS

COCKTAILS



CONTEMPORARY

CLASSICS

THE DIZZY 10
Absinthe and champagne, go.

SAZERAC 14
rittenhouse rye, peychauds bitters, herbsaint

BLUEBIRD INN 9
wheatley vodka, house-limoncello, lemon juice, demerara, pickled strawberries

MARTINEZ 9
haymans royal dock gin, cocchi de torino, barspoon maraschino, angostura orange bitters

I FALL IN LOVE TOO EASILY 8
gin lane, pur elderflower, liqueur, fresh raspberry

HOUSE NEGRONI 11
oxley gin, bruto americano, cocchi americano

BABY LOVE 9
haymans royal dock gin, cocchi de torino, barspoon maraschino, angostura orange bitters

OLD FASHIONED 13
rittenhouse rye, angostura bitters, sugar cube, orange peel, luxardo cherry

APRIL IN PARIS 11
noble dame calvados, genepy des alpes, lemon juice, clement creole shrubb

FRENCH 75 7
few breakfast gin, chamomile bitters, lemon juice, jcb brut



BEFORE

COCKTAILS



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AFTER



COOKBOOK ROUNDS



GRILLED EGGPLANT

With Fresh Hot Sauce And Crispy Eggs

A favorite Barese recipe (often named for San Nicola, the guardian saint of sailors), these little packets seal in the fish and vegetable juices, with the potato slices insulating the fish from the heat of the oven and the olives and lemon slices emphasizing its bright flavors.

YIELD: 8

ACTIVE TIME: 1 HOUR

TOTAL TIME: 1 HOUR

INGREDIENTS >>

- 1 CUP CRACKED OR UNCRACKED FREEKEH
- KOSHER SALT
- 1 POUND HARICOTS VERTS, TRIMMED
- 1 SMALL GARLIC CLOVE, FINELY GRATED
- 2 TABLESPOONS FRESH LEMON JUICE
- 2 TABLESPOONS OLIVE OIL
- 2 TABLESPOONS TAHINI
- 1 TEASPOON DRIED MINT
- 1 TEASPOON PURE MAPLE SYRUP
- 1 CUP COARSELY CHOPPED WALNUTS
- 1 CUP FRESH CILANTRO LEAVES WITH TENDER STEMS
- 1 CUP FRESH DILL SPRIGS
- 1 CUP FRESH FLAT-LEAF PARSLEY LEAVES WITH TENDER STEMS
- 1 TEASPOON ALEPPO PEPPER OR CRUSHED RED PEPPER FLAKES

PREPARATION >>

- 1 Cook freekeh in a large saucepan of salted simmering water until al dente, 12-15 minutes for cracked and 30-35 for uncracked. Drain and rinse under cold water; set aside.
- 2 Meanwhile, cook haricots verts in a small pot of boiling salted water until crisp-tender, about 4 minutes. Drain and transfer to a large bowl of ice water; let cool. Drain, then pat dry.
- 3 Whisk garlic, lemon juice, oil, tahini, mint, maple syrup, and 1 teaspoon water in a large bowl; season with salt. Add freekeh and haricots verts and toss gently to coat; season with salt.
- 4 Serve freekeh and haricots verts topped with walnuts, cilantro, dill, parsley, and Aleppo pepper.

BEFORE



GRILLED EGGPLANT

WITH FRESH HOT SAUCE & CRISPY EGGS

I Say a Little Prayer by Aretha Franklin

Egg and eggplant. There's something about that pairing that strikes as funny, but also a bit revolutionary. The cilantro and dill give a one-two punch of freshness, while the sunny, runny eggs bring a nice rich heft.

YIELD: 8

PREP: 40 MIN

TOTAL: 40 MIN

INGREDIENTS

- 2 Fresno chiles, with seeds, chopped
- 1 garlic clove, finely chopped
- Kosher salt
- 2 tablespoons red wine vinegar
- 1 tablespoon honey
- 4 Japanese eggplants (about 1 to 1½ pounds total), halved lengthwise
- 4 tablespoons olive oil, divided
- Freshly ground black pepper
- 3 scallions, thinly sliced
- 2 cups cilantro leaves with tender stems, divided
- ¼ cup chopped fresh dill, divided

PREPARATION

- 1 Prepare grill for medium heat (or heat a grill pan over medium). Toss chiles, garlic, and a large pinch of salt in a small bowl. Let sit until just softened, 5-10 minutes. Stir vinegar and honey into hot sauce.
- 2 Meanwhile, drizzle eggplants with 2 tablespoons oil; season with salt and pepper. Grill, turning occasionally, until lightly charred and tender, 6-8 minutes. Cut on a diagonal into thick slices; toss in a large bowl with scallions and half of hot sauce, cilantro, and dill. Transfer to a platter.
- 3 Heat remaining 2 tablespoons oil in a medium skillet over medium-high. Add eggs; season with salt and pepper. Cook, rotating skillet occasionally, until whites are golden and crisp at the edges and set around the yolk (which should be runny), about 2 minutes. Flip and cook just until yolks begin to set, about 30 seconds. Cut eggs into strips; arrange over eggplants. Drizzle with remaining hot sauce; top with remaining cilantro and dill.

AFTER


COOKBOOK ROUNDS

MEET THE CHEF

Meet the Chef

RENEE BLACKMAN

Born and raised in Barbados, Renee Blackman has always had a passion for food and culture. Growing up she has always been inspired by her mother Colleen and Grandmother Hazel's cooking. During this time she became fascinated with food and decided at an early age to become a chef. She absorbed the taste and bold flavor to create deeply satisfying dishes. At the age of 16, she attended an early culinary program where she excelled quickly. Exhibiting extreme interest in technique and presentation, she was deemed the lead chef amongst her peers. After discovering her niche was combining food and art, Chef Renee began creating elaborate dishes for friends and family members. Chef Renee believes in using the freshest ingredients and constantly seeks out the best ingredients.

Driven by passion and success, she joined the ranks of many working in the energetic and fast paced world of restaurants such as Tommy Bahama and the Union Square Hospitality Group. In 2013, she joined the Delta Sky Club as a Sous Chef and worked with some of the most talented corporate chefs. She also works as an assistant Chef for Creative Edge Parties, one of New York City's most prestigious catering companies.

A seasoned talent with experience in the culinary industry, Chef Renee is committed to delivering an intimate experience with great dishes and service to her clients.



BEFORE

MEET THE HEAD CHEF LARS FILLMORE



Born and raised in Detroit, Chef Lars had a special passion for the culture and history of our city. Growing up, he was inspired by his mother's love for cooking, his father's love for Detroit's unique jazz and Motown history, and the wonderful culture that came out of it.

During his time in school, he was inspired by his dad and his love for the city. He was always in the kitchen, and he was always in the kitchen. He was always in the kitchen, and he was always in the kitchen. He was always in the kitchen, and he was always in the kitchen.

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“OUR FOOD IS ALWAYS SERVED FRESH AND SUSTAINABLY SOURCED. WE KNOW OUR GUESTS AND STUDENTS AT THE SUBARBEET COOKING SCHOOL.”

AFTER



TYPE STUDIES

**SWEET POTATO
& KIMCHI PANCAKES**

In Korean kitchens, spicy kimchi (fermented cabbage) is used in all sorts of things, including savory pancakes. Frying tempers its garlicky heat with mellow sweet potatoes—a culinary icon in many parts of Asia, as well as in the American South in this beautiful balancing act.

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**TYPE STUDIES****INGREDIENTS**

- 1 pound sweet potatoes
- 1 cup packed kimchi (7 ounces), very thinly sliced
- 1 large egg, lightly beaten
- 3/4 cup all-purpose flour
- 1½ teaspoons finely chopped garlic
- 1 to 2 tablespoons chopped fresh serrano chiles (including seeds; amount depends on heat of kimchi)
- 1 cup thinly sliced scallions (from about 2 bunches)
- 1 teaspoon kosher salt
- about ½ cup corn oil or lard

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PREPARATION

1. Peel sweet potatoes and julienne using slicer (about 6 cups).
2. Stir potato together with remaining ingredients except oil. Let mixture stand at room temperature until wilted and moist, about 5 minutes, then stir again.
3. Heat 2 tablespoon oil in a 12-inch heavy skillet over medium-high heat until it shimmers. Filling a ¼ cup with potato mixture for each pancake and working in batches of 5 or 6, tap out into oil, gently flattening pancakes with a spatula to about 1/4 inch thick.

× PREPARATION ×

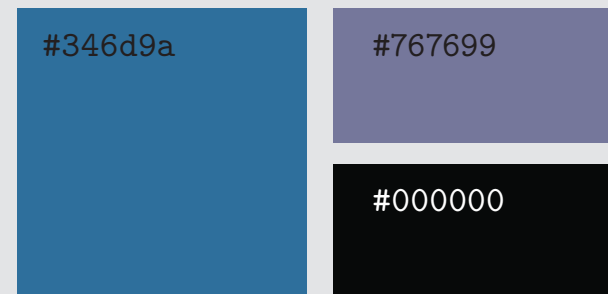
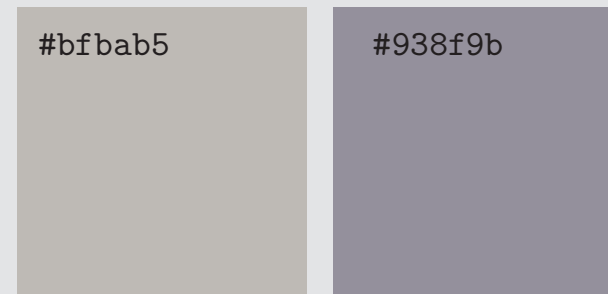
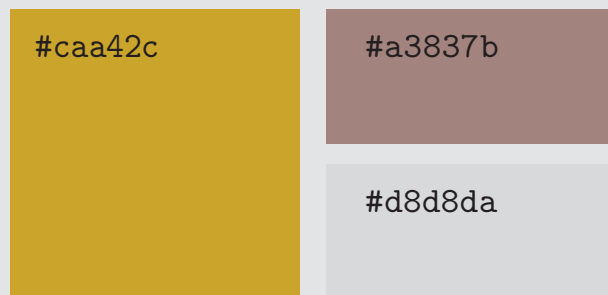
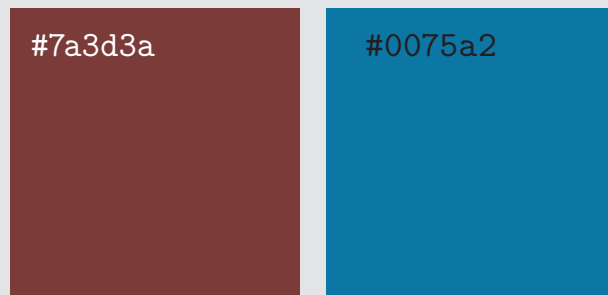
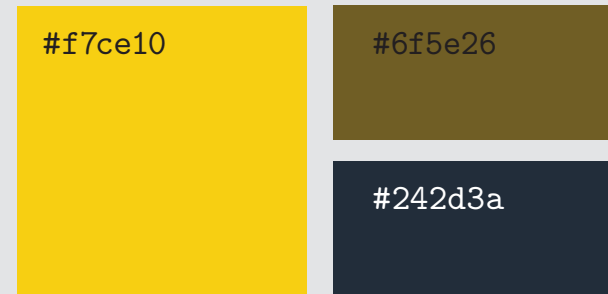
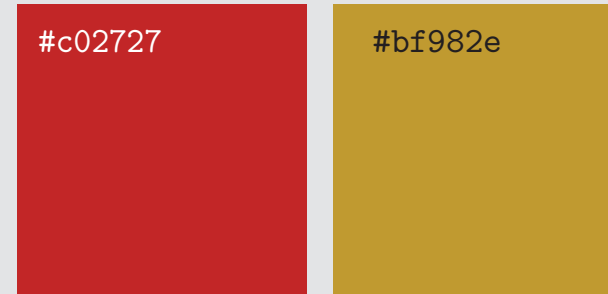
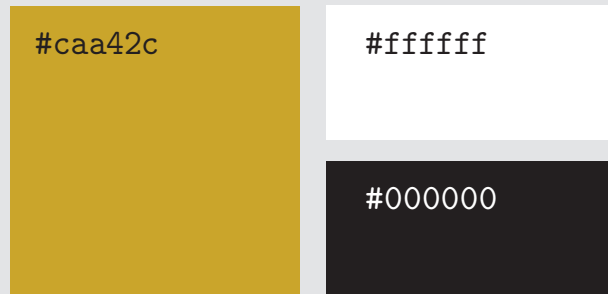
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COLOR STUDIES





LOGO & VARIATIONS



PRIMARY

PRIMARY COLOR

SECONDARY

ICONS



TYPE & COLOR GUIDE

#7a3c38	#e3e4e5
#caa42c	#ffffff
	#000000



POMEGRANATE & CLEMENTINE SALAD

♪ *The Groove Merchant* by Thad Jones

YIELD: 4	PREP: 30 MIN	TOTAL: 30 MIN
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Firm and slightly bitter red cabbage pairs beautifully with the tender butter lettuce leaves, and this duo serves as a wonderful bed for ruby-hued pomegranate seeds and juicy clementines. An easy, vibrant salad that always looks fresh.

INGREDIENTS

SALAD

- 1 head radicchio
- 1 head Boston Bibb
- 1 pomegranate
- 4 clementines

VINAIGRETTE

- 3 tbsp balsamic vinegar
- 1/4 tsp Dijon mustard
- 1/2 cup extra-virgin olive oil
- Kosher salt and pepper

PREPARATION

SALAD

- Core the radicchio and roughly chop it; place it in a large salad bowl. Tear the pieces of butter lettuce into bite-size pieces and toss it with the radicchio.
- To seed the pomegranate, cut it into quarters. One quarter at a time, submerge them in a bowl of warm water and start releasing the seeds with your fingertips (the warm water helps the pith to loosen the seeds). As you do this, the seeds will fall to the bottom of the bowl of water, and the white membrane will float to the top (skim and discard as you go).
- Peel the clementines and thinly slice them crosswise to create little wheels and sprinkle the lettuce with the pomegranate seeds and clementines and lightly toss.

VINAIGRETTE

In a medium bowl, whisk together the balsamic vinegar and the Dijon. Whisk in the olive oil in a slow and steady stream. Season to taste with salt and pepper. Either serve alongside the salad or toss with the salad right before serving.

..... Damask Dings1

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..... Latin Modern Mono 10 Italic

..... Athelas Bold

..... Athelas Bold Italic

..... Rockwell Extra Bold Regular

..... League Gothic

..... Athelas Italic

..... Sutro Shaded Fill

..... Athelas Regular



PHOTOGRAPHY & ILLUSTRATION GUIDE



black plates for main dish

1930s, 40s, & 50s Detroit photography multiplied

RECIPE PAGES



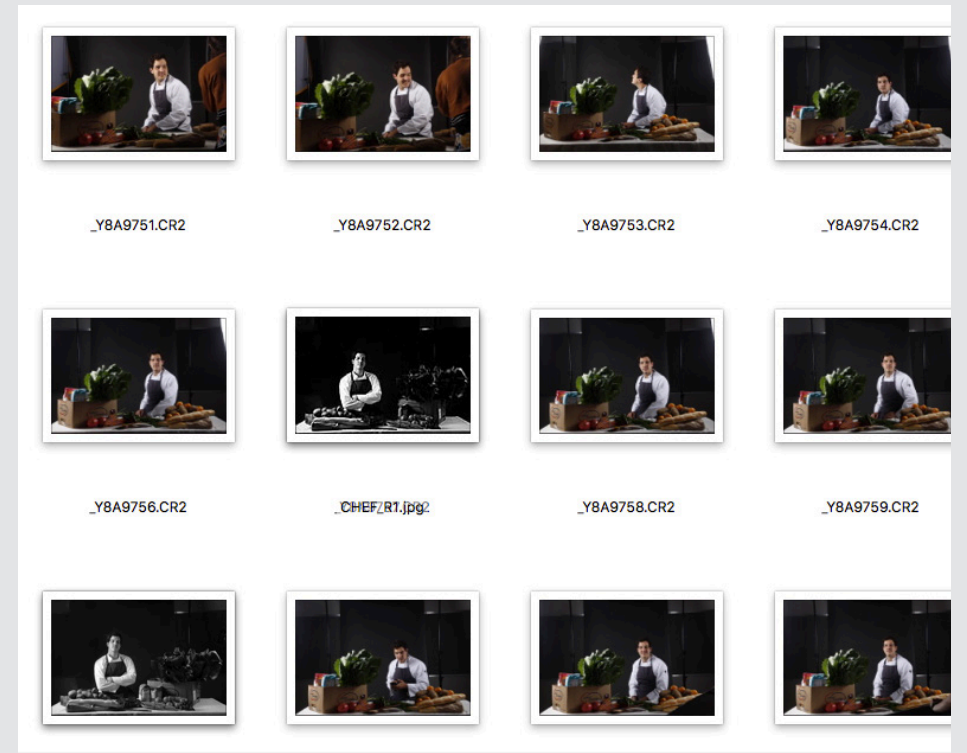
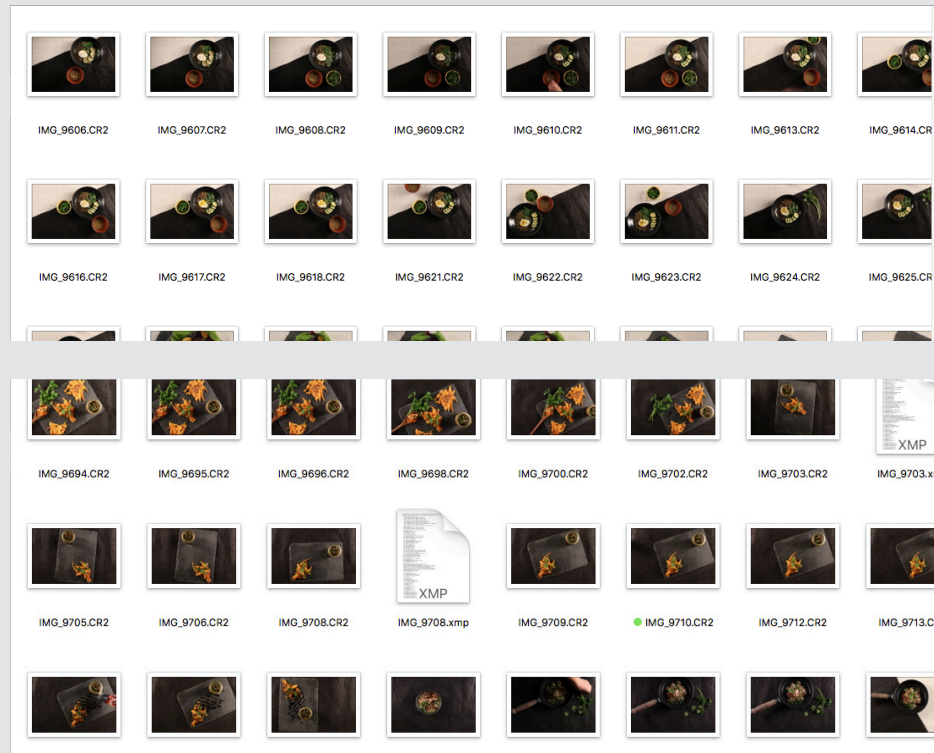
gray scale

super-imposed vectors from color palette

1930s, 40s, & 50s Detroit photography multiplied

CONCEPT PAGES

FOOD & CHEF PHOTOSHOOT



 **FINAL PRINTS**

