



# RESTAURANT LUXURY

These are the items that are commanding the highest prices in the food & beverage industry.



# KOBE BEEF

**\$800 per pound wholesale.  
\$30 to \$100 per ounce in a  
restaurant setting.**

Wagyu beef (aka Kobe Beef) is the hottest meat in today's marketplace. It's striking because its high degree of marbling adds an extraordinary depth of flavor making Wagyu Beef the most tender, most succulent and best tasting beef one can find.

Originating in the second century primarily as a work animal for the rice paddies, the Wagyu of Japan has come to be known today as the most highly marbled and most expensive beef produced in the world. The marbling is so intense that you could say that this is a piece of fat marbled with beef! In fact, the most prized of all, the A5 grade, is judged on 4 different criteria: marbling intensity, color of the fat, color of the muscle itself (the meat), and the shape of the muscle. If any of these criteria does not match the highest standard then that carcass will not receive the coveted A5 score.





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The reality is that only a portion of the wagyu beef raised in Japan comes from Kobe, and it is not regarded as the highest quality wagyu beef. The wagyu from Miyazaki, the southernmost prefecture of Japan located on the island of Kyushu, is recognized by the Japanese as the finest Wagyu beef raised in Japan. Proof: every five years, there is a National Wagyu Competition in Japan, often referred to as the "Wagyu Olympics," and producers from every part of the country bring their animals to compete. The growers in Miyazaki have won the competition for the last two consecutive Olympics, numbers 9 and 10, and it is a fact that the genetics from the Wagyu in Miyazaki form the basis for about 85% of all the wagyu raised in Japan, regardless of where. In fact, there could be a lot of wagyu raised in Kobe from those Miyazaki genetics!





# WHITE TRUFFLES

\$50,000 per kilogram at wholesale price.

\$50 to \$150 per ounce in a restaurant setting.

The winter white truffle (*Tuber magnatum*) is sometimes called a Piedmont or Alba Truffle, because Italy has been blessed with an abundance of white truffles. Harvested from October to December, the short winter season adds to the mystique that surrounds this fungus.

Truffles grow a few inches down in the earth, in symbiosis with the roots of hardwood trees like oaks, chestnut, hazelnut & hornbeam. The irregularly shaped knobby little spheres range in size from an inch or so across to over a pound (though truffles of that size are rare and extremely expensive).

Truffles are so unique that their taste can't really be duplicated, so if you want to experience these delicacy, then you will have to pay the price.



# WINE PROFILE: DRC

Considered the pinnacle of Burgundy, Domaine de la Romanée-Conti produces some of the world's most revered wines from its tiny vineyards in Vosne-Romanée. Two of the Domaine's seven grand cru vineyards — La Romanée-Conti and La Tâche — are monopoles and unarguably the greatest vineyards in Burgundy. Montrachet in Chassagne, Richebourg, Romanée-St.-Vivant, Grands Échézeaux and Echézeaux are also grand cru vineyards, yielding sublime wines that are among the most highly sought after, seductive and rarest in the world.

## AVERAGE AUCTION PRICES OF RECENT DRC OFFERINGS:

Romanee-Conti Grand Cru: \$19,500

Montrachet Grand Cru: \$8,500

La Tache Grand Cru: \$4,500

Richebourg Grand Cru: \$3,100





# SAFFRON

**\$2,000 per kilogram at wholesale price.**

Saffron is one of the most precious spices in the world. The threadlike red stigmas—and the yellow hue they impart—are quite literally the stuff of legend.

The spice originates from a flower called "saffron crocus." It is believed that saffron originated and was first cultivated in Greece, but today the spice is primarily grown in Iran, Greece, Morocco, and India. Saffron is extremely subtle & fragrant. The slightly sweet, luxurious taste is totally enigmatic—it's tricky to describe but instantly recognizable in a dish.

Each flower produces only three threads (stigmas) of saffron, & it blooms for only one week each year. The saffron must be harvested in the mid-morning, when the flowers are still closed in order to protect the delicate stigmas inside. Needless to say, it is laborious to produce & expensive to procure!

# BELUGA CAVIAR

\$8,000 per kilogram at wholesale price.

\$150 to \$350 per serving in a restaurant setting.

As one of the most expensive caviars in the world, it's no surprise that Beluga caviar appears on this list. These eggs differ from other eggs not only in their color, but also in their size. Beluga caviar has a purple color that can look black in many instances. The lighter the color, the more expensive the caviar. Additionally, Beluga caviar is much bigger than other varieties. Beluga caviar is caviar consisting of the roe (or eggs) of the beluga sturgeon *Huso huso*. The fish is found primarily in the Caspian Sea, the world's largest salt-water lake, which is bordered by Iran, Azerbaijan, Kazakhstan, Russia, and Turkmenistan.





# YUBARI KING MELON

**\$20,000 per melon at wholesale pricing.**

During an auction featuring these magnificent fruits in 2008, a woman purchased the prized melon for approximately \$23,000. Yubari King Melons are known for their irresistible sweetness and flavor and most closely resemble a cantaloupe.

# BLACK DENSUKE WATERMELON

**5,500 per melon at wholesale pricing.**

Originating from the island of Hokkaido off the northern coast of Japan, these prized watermelons can fetch over \$6k at auction if they are in perfect condition!



A close-up photograph of a hand pouring sparkling wine from a bottle into a flute glass. The liquid is bubbling and creating a white foam. The background is blurred, showing other glasses and a warm, ambient light.

# WINE PROFILE: CRISTAL

The luxury 'prestige cuvée' dates back to 1876, 100 years after the foundation of its owner, the house of Louis Roederer. It was specially created for Russian Tsar Alexander II.

Alexander requested that the wine should be bottled in a clear, flat bottomed, lead crystal bottle to prevent any attempts to hide explosives in the punt; a design that contributes to Cristal's distinguished appearance. A legend was born and the rest is vinous history.

Generally, the Cristal brut blend is 55% Pinot Noir and 45% Chardonnay. Cristal vintages are left to mature on their lees for an average of six years, before spending a minimum period of eight months in the cellar after disgorgement.

**AVERAGE WINE LIST PRICE: \$550**

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# HONORABLE MENTION



**Foie Gras**  
**\$150 per Kg**



**Black Truffles**  
**\$300 per Kg**



**Matsutake Mushrooms**  
**\$1k per Kg**

# MUCH APPRECIATION!

Special thanks to all of these sources of great information!

**Epicurious**

wikipedia

Bon Apetit Magazine

Wall Street Journal

D'Artagnan

healthyish.com

Canva

restaurantware.com

**Virtual Restaurant Manager**

wine-searcher.com

The New York Times

THE GUILD OF SOMMELIERS  
GUILDSOMM.COM

More at  
**DEREKENGLES.COM**

THANK YOU

