

DEADLINES

FOR IMMEDIATE RELEASE

FROM: JIM SANFORD

THE CATCH OF THE DAY - CLAMBAKES IN THE CITY

Against a backdrop of wood and canvas, Jim Sanford recreates the quintessential New England Clambake sans beach, sand, and sea for those urban dwellers who want to give their guests a truly unique party experience, but lack the oceanfront usually associated with such an event.

The clambake scenario is one of lobsters, linguica, and laughter in a professionally orchestrated, informal atmosphere...all of which are heightened by the elaborate preparations and actual serving of the feast which takes on all of the aspects of a performance as the party progresses.

First, there is the equipment, built and designed by Jim Sanford to insure that the authenticity of the traditional clambake is preserved (despite the oftentimes untraditional setting, such as a penthouse or terrace). Next comes the food itself, none of which is pre-cooked, and all of which is steamed together with rockweed, so called because it clings to rocks along the Maine coast. Since rockweed contains seed pods which open during the clambake steaming process, it works, in effect, to flavor the food with the taste of the sea.

The menu includes soft-shell clams together with broth and butter; succulent lobsters steamed to perfection; corn-on-th-cob picked the morning of the party and taste-tested by Jim himself; onions and red-skinned potatoes; chicken served with a spicy barbecue sauce; and linguica which is savory smoked sausage made in New Bedford, Mass. in the traditional Portuguese way. Sweet, juicy watermelon (to cleanse the palate) completes the picture. Included are all paper goods and other necessities such as lobster bibs, nutcrackers, wet-naps, and mushroom baskets to hold the shells.

Jim Sanford began his career as the Clambake King by doing clambakes on Martha's Vineyard for 10 years "just for the fun of it." He has cooked indoors as well at top restaurants such as The Four Seasons, The Plaza and La Caravelle, but clambakes are his true specialty. The challenge was to bring this seaside equivalent of the picnic to a myriad of locations, some of which are far from shore, yet still retain that salty atmosphere which pervades the New England Clambake experience.

For the past 15 years, Jim Sanford's New England Clambake Caterers have done just that...from his well-trained staff whose demeanor and efficiency rival that found on well-trimmed sailing ships...to the ship-shape manner in which the preparations are set up and then cleaned away again...down to the fun details like Jim's bantering with staff and guests alike along with his oft repeated monologue on the correct way to eat clams. "Give me a good group of people (from 40-1000) with big appetites and the party will take off on its own."

His clients all agree, with the majority of them insisting that they could actually smell the sea air and hear its waves breaking during the clambake, much the same as one does by picking up a seashell and holding it to your ear...the presence of the sea is there - as long as there are those like Jim Sanford who seek it...