



**Podcast Script**  
**Season 1 / Episode 8 -**  
**[Cioppino / Sourcing Quality Ingredients / Elevating Simple Dishes]**  
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**Opening**

Hello my fellow chefs, today we talk Cioppino, sourcing quality ingredients and elevating simple dishes. I am Mark Grigsby, your chef and guide through this experience and this... is the incrEDIBLE Discourse.

**Introduction**

Hello and welcome... I am Mark Grigsby and you have found me here yet again at the IncrEDIBLE Discourse. Today we're going to talk about and make the San Francisco treat.. And no it's not rice o' roni. The other San Francisco treat.. The Cioppino. I know I say this shit every episode, but this is one of my favorite dishes. I like to eat.. sue me. There are many different ways to make this dish and a lot of cultures or cuisines have their own variations or recipes of this dish, but this one originates from San Francisco in the late 19th century. The roots of this dish are tied to Italian immigrants, particularly from the Ligurian region of Italy.. Their little pan handle of sorts in the north part of the country on the Ligurian sea coast. These immigrants settled in the North Beach area of San Fran and were fishermen by trade. These fishermen who also worked in the bay brought culinary tradition, including simple flavorful seafood dishes. Cioppino is thought to be inspired by Ligurian seafood stews like Ciuppin, a simple soup made from fish, garlic and tomatoes. The name cioppino likely derives from this word, though the San Fran dish evolved into something distinct and richer. This dish was born mostly out of necessity and resourcefulness. Fishermen would take the catch of the day, which was whatever they had left over or whatever they couldn't sell, and throw it into a communal pot. This "catch" could include various types of seafood such as dungeness crab, shrimp, clams, mussels, squid and different types of fish. As the stew developed in San Francisco, it retained its Italian flavors but adapted to local ingredients. It was traditionally cooked with tomatoes, garlic, onions, white wine, olive oil and served with crusty bread. By the early 20th century cioppino became a popular dish in the city's restaurants, especially in the Italian-American neighborhood of North Beach. Fishermen's Wharf, where seafood was abundant, became a hub for serving the dish, and restaurants would proudly feature it as a house specialty. Tadich Grill is a restaurant that serves this dish and has been around since 1854 right across the San Francisco / Oakland Bay bridge. If you're ever in town, go nuts.

Now this dish is a classic seafood dish with mussels, clams, whitefish, squid, shrimp and scallops. It's made in a rich tomato fumet with tons of aromatics. Traditionally it is made with dungeness crab legs and whitefish such as halibut, but since we're on the east coast, today, I'm going to use blue crab and not just the legs, but the whole crab cut in half and yellowtail snapper for my fish. I'm also going to use a shrimp slightly larger than I usually use; the 10-12's with the head and shell on. This is important for 2 reasons: 1. I want the head and shell to infuse in my fish fumet I'm going to make 2. Because larger shrimp make the presentation a lot nicer; it gives a really nice wow factor. And speaking of wow factor, you know I want the big scallops. The U8; the same ones that we used a couple of weeks ago with the spanish fusion dish.

Now for my tomato fumet, fennel bulb is not a traditional ingredient of this dish.. But I like the way the fennel enhances and marries well with the fumet and the seafood in this dish. I'm going all out for this dish and making an infused oil and some crostinis that have been coated in an anchovy butter that I'm going to explain how to make. These last 2 weeks we have used minimal equipment and simple ingredients to make amazing dishes that have been rather easy to make.. This week we're getting back in the lab and putting in some work. There are a lot of ingredients and parts that make this dish and takes a considerable amount of time to produce, but I love this dish because there are so many things in it that I love. Scallops, shrimp, snapper.. I also like that this dish uses just about every bit of every part of every component; for example the fish carcasses, the fennel fronds, the shrimp shells and heads. I feel like this is one of those dishes that because you're putting in so much time and effort, we should go the extra mile and make sure we have some great garnishes and bread to go with it. If you're in a restaurant.. We're talking about a \$35-\$40 stew.. Better make sure you go maximum effort on your impression.

Later in the show we're going to be talking about sourcing quality ingredients and elevating simple dishes. This dish is a prime example of how you can take a simple stew that could be made using various ingredients and techniques and refine it by sourcing high end, quality ingredients and elevating it with refined technique and some banging ass garnishes that make it look even more extravagant.

Anyhow, before we even get that far.. I got a rumble in the tumbly and it's time to eat!

### **Topic 1 - Cioppino**

#### **Yield: 2 portions**

So before we jump into the equipment and ingredients part of this I wanted to note that most of the recipes we've done before are for 1 portion or person, but today we're going to make this for at least 2 people or portions. This recipe takes time and is an amazing dish, so it shouldn't be eaten alone. Call some friends or your spouse and blow their asses away..

Anyway..

**Equipment:**

You're going to need a few pieces of equipment to pull this one off. First you're going to need a 6qt stock pot or larger if you have one; We'll be making the fumet in this pot so you need something deep to cover the fish carcass. We'll also need an immersion blender or stick blender, yes you can use a regular blender as well, but it's way easier if you use the stick blender. We're going to need a 6qt saute pan with a fitting lid, a smaller 1qt saucepot and a 10" non stick skillet. These 3 will be making different components for the final dish. We're going to need an 8oz ladle and a chinois or fine mesh strainer. You'll need a holding plate, a mixing bowl and then a few smallwares: a set of tongs, measuring spoons and cups and a slotted spoon.

I know this is a lot of equipment, a lot of it you probably have on hand already. I'll set you up with some links to everyone's favorite market, Amazon, just in case you need to pick up some of it. I should probably be an affiliate for them, I'm bringing them a lot of business. Maybe they'll give me my own page, who knows.

**Ingredients:**

Now let's talk about the ingredients that you're going to need to make this. Today's grocery list will be big and I'm sorry, but not sorry same time. This dish has a lot of components and many of the ingredients you will be using almost every part of it so there is little waste. I'm going to break this whole thing down into 5 parts so we're mentally organized with what goes where. First..

The fish and shrimp Fumet. A fumet is a concentrated stock, especially of game or fish that's used for flavoring; to make it we're going to need:

- 1 snapper carcass, rinsed well

Now I recommend you butcher your own fish. If that's a task you're not up for that is completely understandable. Ask your fishmonger to give you the carcasses. If they don't have yellowtail snapper available, any will do.

- 8ea U10 shrimp shells & heads, rinsed well.

Get the shrimp whole with the shell and heads on. You're going to use the meat in the actual stew and the shells and heads to make this fumet. Trust me.

- ½ of a fennel bulb in half

- ½ of a yellow onion in half

- 3 celery stalks, rough chopped

- 1 carrot, rough chop; you don't need to peel it, just rinse it well

- 8 garlic cloves, smashed

- 1T black peppercorn

- 3 bay leaves

- 5 thyme sprigs

- 1qt of white wine, dry sauvignon blanc works well here

- 4qts of water

Alright for the tomato broth we're going to need:

- 4T of olive oil

The other half of that fennel bulb, small dice

2 shallots, small dice  
7 garlic cloves, minced  
2C of san marzano canned tomatoes, whole. We're going to hand crush these before we put them into the pot.  
6C of the fish fumet we're going to make  
2ea bay leaves  
1C of white wine  
2T of tomato paste  
2t of fresh thyme leaves, no stem  
2t of dried oregano  
3 large basil leaves, no stalks or stems  
½t crushed red pepper flakes

For the actual stew you need quite a few things too. Try to get fresh where you can and keep in mind that if you cannot find some of these things or you don't like them, simply omit them and keep it moving.

1-2 snapper filets depending on the size, skinned and cut into chunks  
4 U10 scallops, cleaned  
8 of those shrimp we peeled earlier for the fumet; make sure they're deveined  
6 middleneck clams  
6 large mediterranean mussels, scrubbed and debearded  
4 calamari tubes, sliced into rings  
6 calamari tentacles  
1 blue crab cut in half

For the garnishes we're going to need, and remember this too is optional:

3T of finely chopped parsley  
6 fennel fronds; these are the frilly looking things in the green of the fennel. The fennel tops; they look like dill, but they're fennel.  
4 lemon slices, no seeds

Now for the infused oil; we're going to make a batch of this and you may not use it all. But you can save it and use it for all kinds of recipes. It gives a nice richness and pop of flavor. Hell, you could even cook with it if you so choose to do so. And if you don't want to use this oil, it's completely optional; it's definitely not a deal breaker.

2C of high end olive oil  
½t crushed red pepper flakes  
4ea garlic cloves, do not smash them  
½ea lemon peel  
½t fennel seed  
1ea rosemary sprig  
and  
6ea black peppercorns

Next and lastly, this is what you will need for the french bread crostinis with anchovy butter. Again, this is an element to elevate the dish, you don't need to make this if you don't want to, but this broth is so good I recommend you have some kind of crusty bread or crostini to sop it up... or you can drink this shit straight from the bowl; I won't lie, been there lol.

So..

4oz or one stick of whole butter softened

4ea anchovy filets, finely chopped

2T parsley, chopped

4ea garlic confit.. From the infused oil recipe, mashed and chopped into a paste

½ of a lemons zest from a microplane

and...

½t fresh ground black pepper

I know this is a huge grocery list, but you don't have to make this exactly like I am, but if you do the ingredients list and recipe is always on [theincrediblediscourse.com](http://theincrediblediscourse.com). Don't try and write all this shit down as i say it... just go to the damn website. The beauty of this recipe is that it can be molded into whatever you like. If you don't want to make the oil or crostinis for whatever reason, then don't. And in the stew, you don't need every single seafood element if you can't find them or you don't like them. You could do this recipe with just mussels and clams.. Or with just scallops and fish or just fish and calamari. It's really versatile and could be made with a lot less ingredients. Now if you're in a restaurant, especially a higher end one, many of these things you already have on hand... or you can get through your purveyors. Having all of these components and creating a more elevated dish means you can charge more for it. Believe it or not, in my experience, they'll pay for the fresh seafood, especially if your restaurant location is close to an ocean. In Miami, everywhere I have sold this dish It's been a hit.

### **Method:**

Now let's get to cooking...

First I gotta make the fumet and look.. This recipe takes a bit of time and I know that. If you try to be a hero and make this whole thing in a day, you're gonna be cranky and tired and if you're in a restaurant, unless you start early as shit in the morning, chances are that it won't be ready in time for service... so my recommendation is that you make the fumet first and you make it the day before. You can even make the fumet 3 or 4 days in advance if you have to.

So first I'm going to get my 6qt stock pot on the stove or range and heat it to medium low heat. I'm going to add about 3T of oil at the bottom and evenly coat the pot. I'm going to add the fennel, onion, carrot, garlic, peppercorn and bay leaves and sweat these for about 5 minutes stirring them occasionally so that they don't develop any color. Remember sweating is cooking something at a low temperature to soften them and bring out their flavors. After the 5 minutes I'm going to add the shrimp shells and heads and sweat for 3 or 4 more minutes. During this time, the shrimp shells will start to change color.. Kind of an opaque or reddish hue, and the vegetables to be softer, but not mushy. This is what we're looking for at this point. Now I add the

white wine. It should begin to simmer and burn out the alcohol, this takes about 2 to 3 minutes and then we add the snapper carcass and mix it all up. I'm going to add the fresh thyme and the water to cover the carcass by a pretty good amount and then raise the heat slightly to medium to bring to a simmer, not a roiling boil. A simmer will extract the collagen from the bones without clouding the liquid; a rolling boil will leave the liquid murky and cloudy. I'm going to let this simmer for about 90mins replacing the water that reduces out. It's important to note that I'm not going to replace the water more than once and I'm only going to do this if the water level gets really low. I want less water than when I started as this concentrates the broth and makes it thicker. Once the time is done we should see the bones and carcass falling apart and deteriorating into really small pieces, this indicates that the extraction process is complete. I'm going to strain this stock through a fine mesh sieve, save the liquid, discard the solids and chill this completely through. This recipe is going to make more stock than you need and I purposely wrote it this way for 2 reasons. The first is you need this on hand just in case you over reduce the tomato fumet when you're steaming the seafood and second because you should always have this on hand. Remember in the stocks episode I noted that stocks can be frozen to use for later. Whenever I make a stock I try to make a lot at one time so that I don't have such a lengthy process every time I need a stock. Pro tips from yours truly.

Anyway..

While this stock is going I'm going to knock down 2 other components of this dish so they're already ready when I cook the actual stew. I'm going to prepare the infused oil and the anchovy butter. The oil is easy. I'm going to take the 1qt sauce pot and combine all of the ingredients inside.. So.. the oil, the crushed red pepper flakes, garlic cloves, lemon peel, fennel seed, rosemary sprig and peppercorns. I'm going to bring this to a bare simmer and let it go for about 15-17 minutes. You don't want to roll this and fry the shit inside, it'll be extremely bitter. I'm going to barely simmer this just enough to extract all of those flavors into the oil. At the end of the 15-17 minutes, everything should be wilted and toasted. I'm going to remove this from the heat and bring it to room temperature, about another 15 minutes or so. We don't have to rush this.

Now let's get everything going with our anchovy butter. This is even easier. Add softened butter, anchovy filets, parsley, lemon zest and black pepper to a mixing bowl. 2 things to note here.. The butter must be softened to execute this recipe properly. Do not try to soften the butter with a microwave, do it naturally so it doesn't break. You need this butter to stay in one piece and not be liquidy.. You need it softened so leave it out for a couple of hours. I pulled mine out before I started making my fumet to give it ample enough time to get to where I need it to be. The second thing to note here is that I didn't add the confit garlic yet. To do this, I'm going to need to fish it out of the infused oil I just made with the slotted spoon and rest it on paper towels until it completely cools. Adding this warm or hot would melt my butter and I don't want that. After it's comes to room temperature, it should be very soft and should be able to be smashed into a paste. I'm going to run my knife through it a few times to make sure it is.. And then I'm going to fold it into my softened butter mixture. I can also cut the bread at this point. I like to cut them on a bias in like an oval shape and store them in a zip bag until I'm ready to cook this stew.

So let's recap what we're doing here in order because it's a lot and can be confusing. Pay attention...

Pull out butter for anchovy butter

Then make the fumet

Then the oil

Then the anchovy butter and cut the bread

We're almost ready to start the stew but before we do, we need to make the tomato fumet which is the base of this entire dish.. The star so to speak. Going into our 6qt pot, I'm going to heat it to medium low heat and add about 2-3T of oil and coat the pot. Then I'm going to add the fennel and shallot and sweat until soft and translucent. This will take about 3-5 minutes. Remember you're sweating this so stir occasionally and no color. Then I stir in the garlic and cook until fragrant, about 2 minutes. Now I add the tomato paste and I coat the vegetables well and cook out the can... another 2-3 minutes. We've done this before on a previous episode.. If you didn't listen to that one.. You know what to do. Now I'm going to add the white wine and deglaze, and while I'm doing this I'm going to scrape the bottom of the pan and get all the little bits of fond from it. We're going to cook this for a couple of minutes and we will notice here that the liquid in the bottom is starting to thicken up, this is good.. We're building the flavor here. Now I add the crushed san marzano tomatoes, bay leaf, thyme, oregano, basil, crushed red pepper and that beautiful fish fumet we made earlier and I'm going to bring that to a simmer and let it go for about 25-30 minutes. If you need to raise the heat to bring it to this simmer and then lower it, do it. You need a good 20-25 minutes of simmer time to really meld these flavors together. After this we're going to remove from the heat, connect our immersion blender and blend this tomato mixture until it's smooth. Now to make this a little bit more refined, we're going to strain this through the fine mesh sieve without pushing it through, you want all of the chunks of shit to stay in the strainer and the beautiful flavorful liquid to strain out. Discard any of this pulp and taste the soup for salt. I'm going to transfer this tomato fumet to the 6qt saute pan with the lid. You should have almost 2qts of the fumet which is good because you need enough to steam all of the seafood and then have enough to have the soup in the bottom of the bowls. If you don't, this is where the extra fish stock comes into play.

Alright.. Now that we've gotten through all of that we're ready to make this stew. I told you we were going to work today.. You got off easy making fucking sandwiches and shit these last two weeks, now it's time to tighten our aprons and make some good shit this week. Sometimes good shit is a labor or love... or sometimes it's a fucking sandwich. This is why we're making two portions this week... after all of that do you really want to eat this shit alone? Fuck no you don't.. You want someone to taste this shit and pat your ass on the back for your efforts. I know I would. Get your flowers, this dish is worth it.

Now let's make the long awaited stew I've been building you up for...

Alright so we're going to start by bringing the tomato fumet up to medium heat, it's gonna start to simmer in about 2 minutes or so because it should still be hot. I'm going to add the clams, the mussels and the crab and cover. We're going to steam these for about 3-5 minutes. The crab

will start to turn red and the mussels and clams will start to open up, this indicates we're on track. If the mussels and clams do not open keep the lid on for another 2 or 3 minutes. Once they've opened we're going to take our tongs and remove the mussels and clams and reserve them on a plate; we don't want to overcook them, we want them nice and juicy. Now I'm going to add the calamari, shrimp, scallops, snapper pieces and the lemon slices and cover again. This is going to steam somewhat quickly about another 3-4 minutes. The shrimp should start to turn pink and the fish opaque, tender and almost falling apart. If this is not happening keep the lid on and go another 2 minutes or so. Once this has happened, I will remove from the heat and remove the lid and let it sit for a couple of minutes while you start your bread. I'm going to spread my softened anchovy butter across 4 crostinis and put my non stick skillet on medium low heat; wait for it to get hot and then add the crostinis butter-side down. The butter will start to melt and the crostinis will start toasting. Let's plate our dish while we wait on those.

In the bowl, I'm going to divide the clams and mussels that opened evenly between the two and organize them so they look nice with the open side up. I'll use the slotted spoon and do the same with the other seafood and then use the ladle to pour the soup into the bowl making sure that I get some of it into those shellfish shells.. Oh damn say that 10 times fast.

By this time your crostinis should have some nice color on the butter side; I'm gonna flip these bad boys over and let the bottoms get some color. About a minute or so.

Drizzle the infused oil over the top of the dish, and I won't be excessive. It's supposed to be just an accent, remember. Now I sprinkle the chopped parsley over that and add my two fennel fronds to the top and get that contrast of color. To finish I add 2 crostinis each to the side of the bowl kinda sticking into the broth and BOOM!.. All our hard work just paid right the fuck off. You have a delicious, amazing dish that if you love seafood, you'll fucking die for this. And that's a figure of speech.. Don't fucking die. There's plenty of shit left to cook.

And..

Let me know what you think about this recipe and if you guys have any variations of it. Send me your thoughts, questions and pictures of your work at the [incrediblediscourse.com](http://incrediblediscourse.com) where you can find all things that we're up to. It has all of these recipes on there as well as copies of all of our episodes to date. If you need a mentor or some help hit us up on the website and we'll make sure you get to where you need to go.

Anyhow... now that our bellies are full..

**<SEGUE>**

it's time for..

Food for Thought; or what i like to call... Pro Tips from a Chef's Lips....



## Topic 2 - Sourcing Quality Ingredients

Today's advice column starts with a simple topic: Source quality ingredients. I know this sounds obvious because quality ingredients almost automatically lead to better tasting dishes which directly affects consumer satisfaction simply because the ingredients themselves shine. But there are a few other things that happen when you use better quality ingredients. Consistency is key, right? You want to make the best possible dish and have the ability to recreate this dish if it's successful over and over again, yes? Having reliable suppliers that offer quality ingredients ensures your dishes are consistent in flavor, texture and presentation every time. So when you're buying, make sure that you're getting your ingredients from somewhere that has an established name, has a reputation for selling high quality ingredients and it would also be good if they had great ethics and sustainability practices as well. You know.. Reduce your fucking carbon footprint.. It's all of our social responsibilities to create a cleaner world to eat in.. I mean live in wink wink.

Another obvious reason to source quality ingredients is so you don't get sick. Foodborne illness, spoilage and contamination is a real thing and could fuck you up or even worse kill you or the person you're feeding. Purchasing safe, wholesome and clean products builds customer confidence and helps avoid getting sued or having health code violations. In the industry we all hate the health inspector, but they're there for a reason.. To make sure we're keeping up our end of the bargain when it comes to serving people edible food that won't kill them. I'll do an episode eventually on best practices to help keep great standards and blow your inspections out of the water. On the flip side of spoiled food, is food that provides a high nutritional value. Fresh and minimally processed ingredients often have higher nutritional value. Most people nowadays are health conscious even if it's a little bit. The world has evolved from preservatives and over processed foods and people are looking for something that will give them something in return... and that's fair. Fresh food does that trick.

Now in the restaurant especially in a competitive market, high quality ingredients can be a unique selling point. Highlighting your commitment to superior ingredients helps differentiate your menu from the guy down the street trying to make a buck and oftentimes justifies premium pricing. A great example of this is the beef market. There are so many levels to beef. The quality is inspected a few different ways and the price usually is reflected through that. Let's take skirt steak for instance.. You could sell a lower quality skirt steak and maybe get away with selling it on your menu for 25 bucks, but this steak is probably flavorless.. Tough.. And tastes like a rubber shoe sole... but if you sourced a quality skirt steak.. A higher end inspected piece like a prime or a certified angus; you would be getting a top of the line steak that you could probably mark up to 38 or 40 bucks for the same dish just because you're now serving a juicy, flavorful, memorable piece. Patrons will spend the extra money on a quality dish because they know what they're getting out of it. I have religiously spent the extra on beef in all of my restaurants my entire career and in turn beef has been one of my specialties on my menus. People love it because they get a consistent, juicy and flavorful piece they will remember and crave. And

here's a side pro tip.. A high end steak doesn't need fancy marinades or sauces to go with it, it really just needs salt and pepper and someone who knows what the fuck they're doing when they cook it... which leads me to my next point.. Brand image. Your restaurant's reputation is tied directly to the quality of ingredients you serve. By emphasizing the sourcing of premium, sustainable, and locally produced ingredients you can enhance your brand image as a place that prioritizes quality. You want people to know that every time they eat at your spot, they're going to get something good and you want them to recommend and tell other people and friends the same shit. I know that in today's world with the internet and all, word of mouth has been downsized somewhat, but it's still relative. People still talk about restaurants whether they're good or bad.. And in today's world it could be worse.. They could write it.. And once you get that rep that shit is hard to shake man. It'll end up costing you time and money that may wind up closing your doors. Don't risk it to save a buck. Be smart. Sell good shit. You want your customers' trust and loyalty.. That's how you keep the doors open.

Just like in today's dish.. I use fresh mussels, clams and seafood to make this incredible dish. I go to a guy who I have known for years who has supplied my family and restaurants for over a decade now. He never fails and that has created a relationship of trust between he and I. A trust that allows me to comfortably say I serve the best quality seafood in town and my clients and customers know it. When I call him, I get an honest answer about what's good and what's not. When things were brought in, their age and so on. It's important to create this relationship for the betterment of your establishment... And seafood is a culinary wildfire.. When people know you have the best, they show and they show in hoards and they tell everyone. Do yourself the favor and find amazing vendors who are honest with you instead of trying to sell you something.. In the end everyone will win.

### **Topic 3 - Elevate Simple Dishes**

My last topic stems from what we practiced earlier when we made the cioppino. Elevate simple dishes. Sure there are a lot of fancy dishes that you can put on your menus that will blow people away and they will surely pay for. But consider this.. What if you could make something simple and elevate it? People tend to buy based on nostalgia and where certain dishes or ingredients take them. Simple dishes that remind them of home takes them to a place of happiness or provides a great memory of times passed. Take simple dishes and blow their minds with high quality ingredients and garnishes or even variations of the dish... and you'll make that money.

Elevation starts with our first topic: source quality ingredients. Fresh, high quality ingredients have more vibrant and natural flavors that make the simplest dishes taste extraordinary. Poor quality ingredients can dull the taste of a dish even if you've prepared it well. Gotta use good shit. I can't emphasize this enough. People can taste the difference and will know. Interesting garnishes can elevate flavor. Simple shit like a drizzle of infused oil made with a high end olive oil, or a sprinkle of cheese or microgreens that pair well with the flavors you're trying to create can all make dishes seem more refined than they really are.

And always make from scratch. Chefs.. I'll say it again. Always. make. from scratch. Stay away from previously frozen, canned or processed foods. Use scratch made seasonings and fresh herbs where you can. Sure it takes a little bit of time to make it and yes it does require some knowledge but it will pay off miles in the end. And making from scratch using the highest quality ingredients possible? A sure winner every single time. And knowledge is power.. I love knowing that all this shit that comes in a can or frozen I know how to make from scratch and it's 100% better every single time. I cannot think of a dish or sauce that comes frozen that's better than what I can do from scratch. And keep in mind elements that excite the palate. Acid, sweet, texture.. All of these things keep the dish interesting. A splash of acid or sweet brightens dishes and cuts through rich, fatty and heavy foods.

Texture is equally as important.. No one likes all one texture over and over again in a dish. It's boring as fuck. You want to highlight different elements.. Some soft and crunchy.. Some creamy and chunky.. You get me? Adding nuts, seeds, crispy onions or croutons to soft dishes like soups and salads keep shit interesting.

And be technique driven and accurate when you're doing it. Make sure you hit your temperatures on meat and fish, don't over cook, have good color... all of these things matter in restaurants. You hear the term "the little things matter". These are the little things. And they matter. It's the difference between "alright" and "extraordinary".

Cooking is an accumulation of many things happening at the same time. High quality ingredients, prepared well through technique, attention and time paired with high end components that provide palate exhilaration with acid, heat and sweet balance with compelling texture creates an amazing dish.... And that's just the cooking part.

Elevate the plateware, the stemware, the beverage service, the plating... Plate your food with intention. Use contrasting colors and clean lines to make the dish look appetizing, captivating and elegant. They say you eat with your eyes first.. So wouldn't you want to satisfy that visual hunger? Compliment the food with amazing drinks and wines. The colors, aromas and natural beauty of fresh ingredients contribute to a more satisfying dining experience both visually and in taste.

So if you haven't figured it out yet.. Building an amazing dish takes work and a lot of it, but it starts with the best ingredients possible. You can have the fanciest tablewares, bells and whistles, but if you're serving shit from a can none of it matters.. Respect the craft. Respect what we do. When they say cook with "love".. That's what we're talking about.

Focus chefs. Learn everyday. Keep building. Keep refining. Use good shit... make good shit.

## **Outro**

Try the cioppino and let me know how you did. Sorry today's show was a little longer, but it was fun. We got to explore some really cool ingredients and made something that can be simple at

home or elevated in your restaurants. I told you we would work today and hopefully your efforts paid off. Elevation guys.. Elevation will be your evolution. Trust me.

If you like what you heard today chefs and want to support the show there's a link in the description and be sure to leave me 5 stars on spotify or a great review wherever you're listening to this. Visit us at [theincrediblediscourse.com](http://theincrediblediscourse.com) as well as all of our social platforms. I appreciate your time as always. I'm Mark Grigsby and you've just been put through The IncrEDIBLE Discourse. Till next time... where my theme music at?