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# A Classic Cookbook for a Classic Restaurant

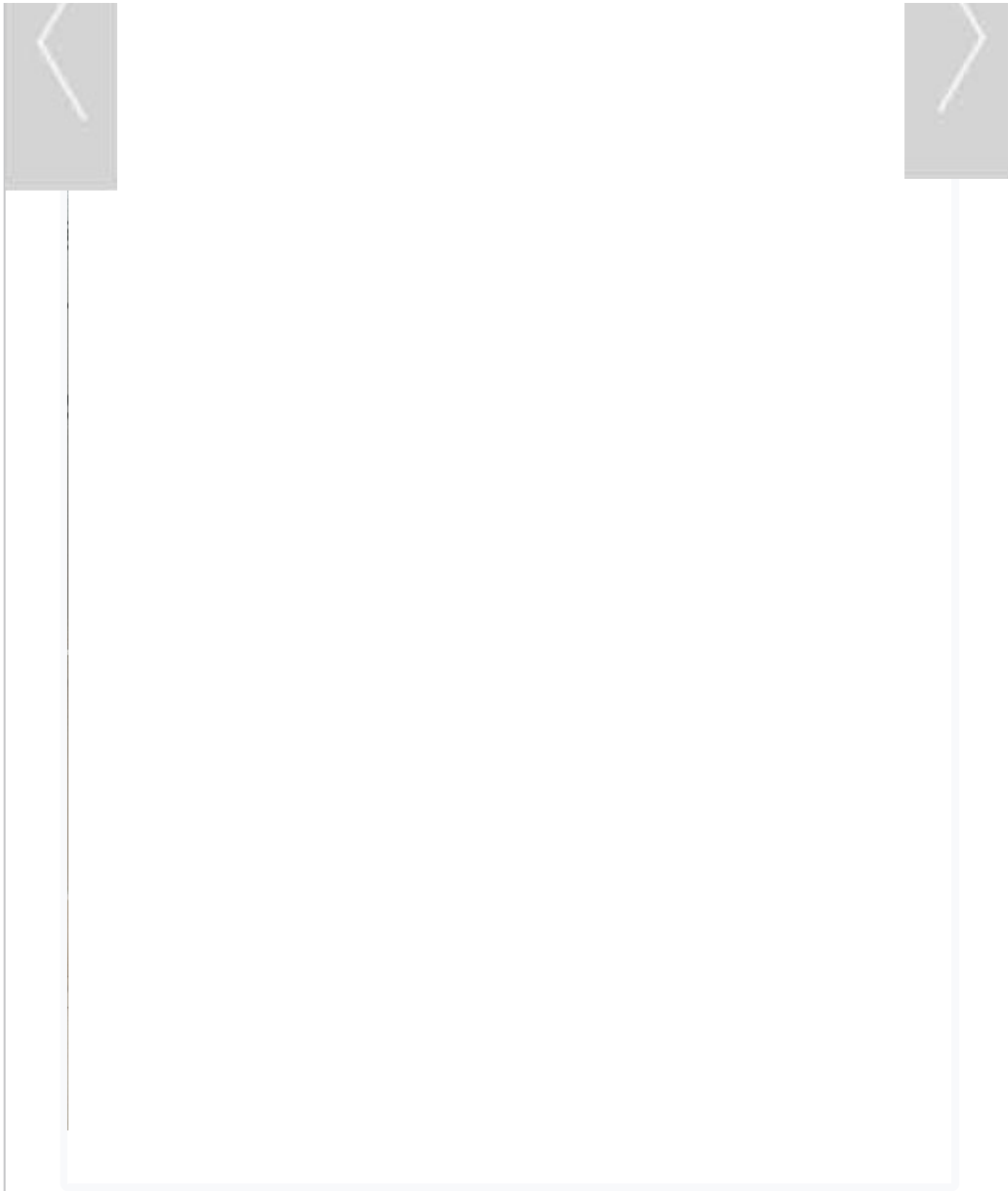
by KELLY LAFFEY

Photographed by JANICE YIM/GETTY IMAGES FOR BARNEYS NEW YORK

THURSDAY, APRIL 26, 2018



Al Roker and Mark Strausman



Now a celebrated chef and James Beard nominee, Mark Straussman's first job in the food service industry was selling peanuts at Shea Stadium, home of the Mets.

"That was after my mother decided she liked Sandy Koufax," Straussman, a Queens native recalls. "Once [he] was around, my mother said it was OK for me to play baseball." For Straussman, Barney Pressman, founder of Barneys department store, set a similar precedent. "Being a Jewish New Yorker from an Eastern

When he was 13, he bought his bar mitzvah suit at the flagship Madison Avenue location. Twenty-six years later, he created [Fred's at Barneys](#). Strausman soon developed satellite locations in Chicago, Los Angeles and at the new Barneys in Chelsea. But most recently, he has released *The Fred's at Barneys New York Cookbook*, available as of April 24, making the restaurant's iconic recipes accessible to at-home chefs.

“What made Fred's this instant classic was the fact that the kitchen is rooted in classical cooking,” says Strausman. The book opens with Strausman's memory of that first, teenage visit to Barneys, and details his journey through the culinary world. “It's interesting when you write a book after you've worked there 20-plus years,” he says. “It makes you stand back and see what you've done, and it gives you a reason to want to do more, which is interesting.”

The cookbook is laid out the way that the restaurant's menu is laid out, divided into lunch, dinner, brunch and desserts. “What made Fred's this instant classic was the fact that the kitchen is rooted in classical cooking,” says Strausman. “We're in an emporium of beautiful, gorgeous merchandise that has world-class customer service, so we make Fred's at Barneys the restaurant and food service version of that,” he continues.

Above all, Strausman emphasizes traditional New York food, and the cookbook includes recipes for such dishes as cheesecake, a club sandwich and brisket. Readers can also now get their hands on the secrets to Fred's favorites like Belgian Fries, Estelle's Chicken Soup, Mark's Madison Avenue Salad, Chicken Paillard, Traditional Bolognese and Cheese Fondue Scrambled Eggs. Over the years, the menu has changed to adapt to current tastes, but “you always let trend be your friend,” says Strausman on how he has kept the restaurant going for the past 22 years. “Don't marry it. Just be friendly toward it.”

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