



FRESHCO
food is art

DRAWING THE MENU





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INTRODUCTION

I'm a chef. A professional chef.

At first I honestly hesitated agreeing when Alex, my co-founder Alex Fresnel I mean, approached me about making a cookbook. I have no problem sharing my recipes with others. However he wanted me to tell a story, to which I, a annoyed I must ammit, replied that I am a cook and not a writer. But as you can discern, I gave in. Alex assure me that a cook is as much of an artist as a painter and as much of a storyteller as an author. So here we are.

Frankly I should have seen it coming. We opened the first FRESHCO location with the intension of teaching the people that food is art, yet it's also a necessity. Even so, it can be both. Our intention from the beginning was to show that by providing diners with an establishment, that serve actual edible food in an artiscic way. Not art that just so happen to be made from food. And it just so happened that this cookbook materialized as a repercussion of that.

It's one of the many fruits of our hard labour.

In this cookbook – I Marc Herb, co-founder and head chef at FRESHCO, will be your teacher and narrator taking you through a gallery of dishes for you to compose your own exhibition and shape your unforgettable dinning experience.

BROCCOLI SALAD WITH BACON

Entrée



Total time: 20 min.



Servings: 4 people

Dressing:

2½ dl crème fraîche

2 tspn red wine vinegar

1½ tbsp sugar

Salad:

300 g diced bacon

800 g broccoli

1 red onion (Approx. 100 g)

1½ dl sunflower seeds

1½ dl raisins

Sides:

150 g drained Greenlandic shrimp

mixed salad

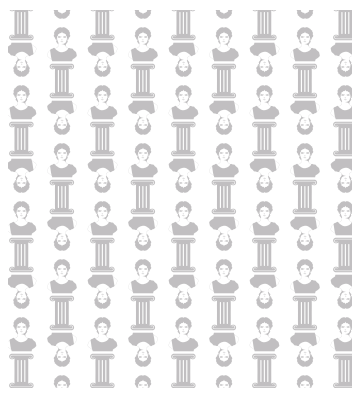
tomatoes

lemon – cut into small wedges

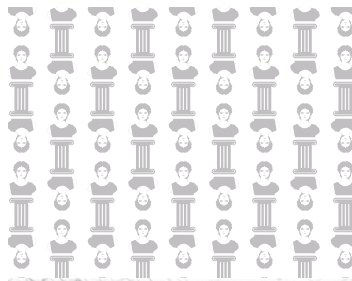
1. Mix together red wine vinegar and sugar and let the mixture rest for **1** hour. While waiting, start frying the bacon. Let the bacon rest on kitchen paper to soak up excess fat.
2. Break apart the broccoli into tiny bundles and dice the onion into small cubes.
3. Mix both in a large bowl or dish with the sunflower seeds, raisins and half the bacon.
4. Now mix in the dressing. Decorate with the rest of the bacon.

TIP: This dish is best served with crunchy broccoli. However, if you like it a little softer, you can pour boiling water over the broccoli and throw them in ice water directly after. Let the water drip off before adding them to the bowl.





Broccoli isalad is a european dish from at least the 1700's, but it is hard to say from where in Europe. However it was most likely the work of the dutch. The most impressive fact about the broccoli is it's origin. It is a flower, for the uninitiated, that was in fact cross-bred by the romans around the sixth century BCE. Therefor it wouldn't be farfetched to picture a seasoned roman or greek sculpture dine on a type of juic, fresh proto-broccoli salad.



SALMON WITH SWEETHEART CABBAGE

Entrée



Total time: 15 minutes



Servings: 4 people

Salad:

1 small sweetheart cabbage

1 bundle green asparagus

1 red onion

200 g sliced smoked salmon

Dill dressing:

2 tbsp mayonnaise

2 tbsp rapeseed oil or other cooking oil

1 tspn mustard

fresh lemon juice to your liking

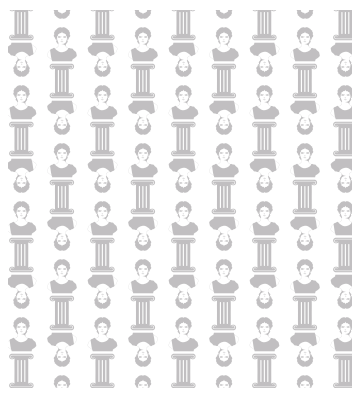
salt and fresh ground pepper

dill

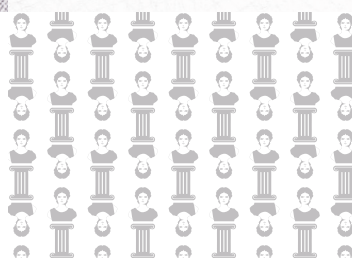
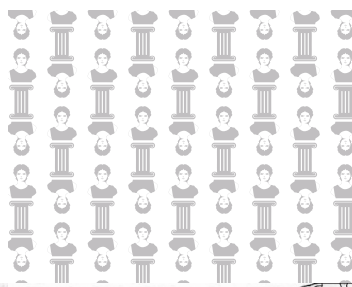
1. Cut the cabbage into strips that are not too thin. Arrange the cabbage nicely in a dish.
2. Break the ends off the green asparagus and steam them for **30** seconds in boiling water with a pinch of salt. Then cut them into appropriate pieces and distribute them over the sweetheart cabbage.
3. Next up, cut the onion in half and slice the halves into thin onion rings. Then add the onion and thin slices of smoked salmon on top of the cabbage and asparagus.
4. Now for the dressing. Cut the dill into thin slices and mix into the mayonnaise together with the mustard and rape seed oil.
5. Add lemon juice, salt and pepper to your liking.
6. Drizzle the dressing over your salad. Garnish with a bit more dill on top for presentation.

TIP: Serves as fast as possible to keep the crunch of the cabbage. Serve with a nice piece of fresh bread to make it more filling. Ciabatta bread pares well with this dish.





Salmon is another of those decadent ingredients, that is pricy, yet effortless to get a hold of and fits the palate of even the least sophisticated diner. The satiny soft, buttery salmon meat has been highly priced since man knew how to fish. The romans constructed ponds in which to conserve salmon caught alive, so they could be eaten over longer time. This cold and fresh dish supports the tenderness of the salmon with the crunch of the subtle, herbal vegetables.



LOBSTER BISQUE

Entrée



Total time: 1 hour



Servings: 4 people

Ingredients:

16-20 spiny lobsters

3 tbsp butter – preferably clarified

3 large tomatoes / 1 tbsp puree

2 thyme stalks

Bay leaves

1 red chili or cayenne pepper

½ tspn dried coriander

1 tbsp black peppercorns

½ garlic

2 shallots

1 diced carrot

1 leek – chopped into thin slices

1 parsley root – chopped into cubes

¼ celeriac – cut into cubes

4 deciliters of white wine

1 deciliters of cognac

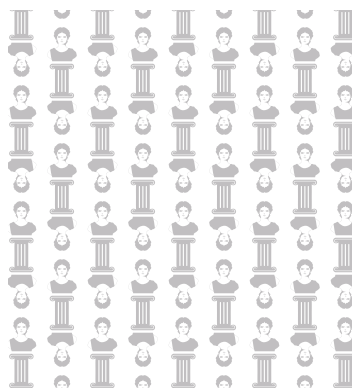
1 liter fish stock / chicken stock

2 deciliters of heavy cream

1. Remove the lobsters from their shells and cut off the black vein. This process can be tricky, but my trick is to put the lobsters in the freezer first (about **30** minutes). This makes the peeling a breeze. Save the shells and place the meat covered in the fridge.
2. Heat the clarified butter in a large pot over high heat. Add and mash the lobster shells, frying for **3-4** minutes.
3. Add thyme, onions, chili (or cayenne pepper), garlic, bay leaves, shallots, peppercorns, dried coriander and tomatoes.
4. Add cognac and flambéed to evaporate the alcohol.
5. Next, add the carrots, leeks, parsley root, and celeriac. The more you stir, the more sweetness you release into your lobster bisque.
6. Pour white wine and stock into the pot, ensuring the liquid covers the shells. The white wine should make up **10-15%** of the liquid.
7. Let it simmer for a maximum of **25** minutes - any longer, and the shells will start to impart a bitter taste. The simmering creates a lot of foam. Remove it with a slotted spoon. Afterwards strain the shells.
8. Add cream and season with salt and pepper. If the bisque isn't flavorful enough, you can let it simmer a bit more.
9. Now we cook the lobster. Find a large pan where all the tails can fit without touching. The more "air" between the tails, the better they will sear rather than boil. At high heat, add a little clarified butter. Place the tails in the pan with their backs down. Turn the heat down slightly and let the meat caramelize.
10. After the meat has caramelized, add the rest of the butter. The butter should foam up. Gently stir the pan without breaking the delicate tails.
11. Turn the tails over and continue cooking at low heat. Use a spoon to scoop the butter from the pan and gently baste with the fat. Spend about **30** seconds on this step.

TIP: The good thing about clarified butter is the removal of water and dry matter, which allows you to heat the butter to much higher temperatures.

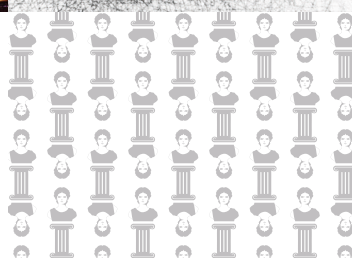
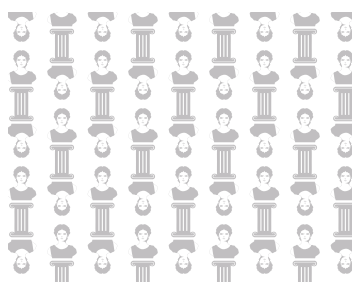




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Every time I hear lobster, I think expensive. But did you know that lobster used to be the poor man's meal? It really is the perfect protein for our concept.

— Alex Fresnel, co-founder of FRESHCO



CULOTTE ROAST WITH PORTOBELLO SAUCE

Main course



Total time: 1 hour & 30 min.



Servings: 6 people

Roast:

1 culotte cut beef (Approx. 1½ kg)

25 g butter

1 tbsp large grain salt

fresh ground pepper

Sauce:

125 g butter

300 g portobello mushrooms

1½ dl beef bouillon

¼ liter unsweetened heavy cream

50 g coarsely chopped hazelnuts

1 dl coarsely chopped broadleaf parsley

1 tbsp large grain salt

fresh ground pepper

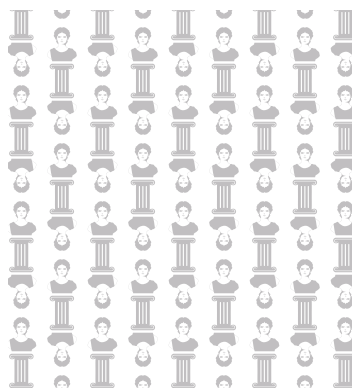
1 tbsp sauce leveler

gravy color

1. Cut shallow strokes into the fat layer of the meat and rub the top with salt and pepper, knead the salt into the meat.
2. Brown the butter in a pan and brown the roast on the sides in the pan to give it a char under high heat for about 5 min.
3. Put the roast in an ovenproof dish. Put the roast into the oven for 30-40 min. at 175° Celsius.
4. Measure the internal core temperature of the roast. The roast is done when it reaches 58-60° Celsius, the center. Use an ovenproof probe thermometer.
5. Now the sauce. Brown the butter in a pan and fry the mushrooms for 3 minutes while stirring. Take the pan off the heat and add your sauce leveler.
6. Bring the sauce to a boil and then cook at low heat while stirring for about 5 minutes then add the gravy color to taste.

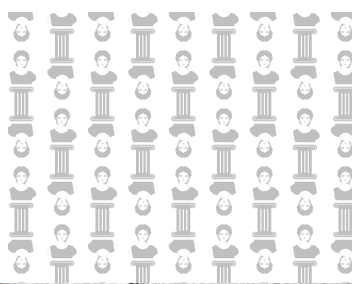
TIP: The fibers of the roast run a different direction than in most roasts. It's easier to see the fibers before cooking. You could add a metal meat needle to mark the cutting angle to use. You'll often find the fibers changing direction halfway through the roast, so make sure to change cutting angle when the point is reached for tender meat. As for the sauce. You can always exchange the portobellos for the seasonal mushroom or a different fungus of your liking.





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A muse once told me that the late Pablo Picasso never spoke during meals. Yet his friends would still join him for a dinner. Picasso's lover Fernande Olivier may have prepared him a nice meal like this. Though he might not have seem appreciative.



TIRAMISU

Dessert



Total time: 1 hour



Servings: 6 people

Ingredients:

3 egg whites

3 egg yolks

4 tbsp white sugar

500 g mascarpone cheese

2 dl strong coffee

1 dl marsala

16 ladyfingers

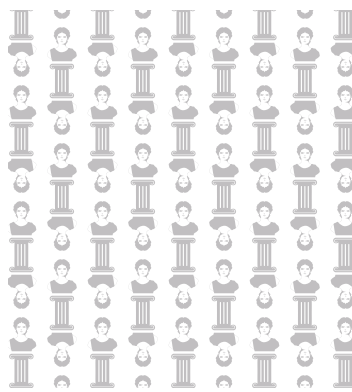
Garnish:

fine cacao powder

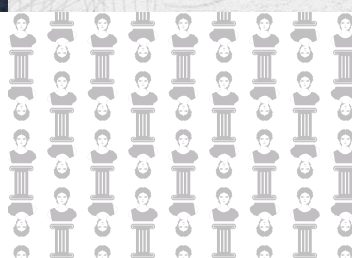
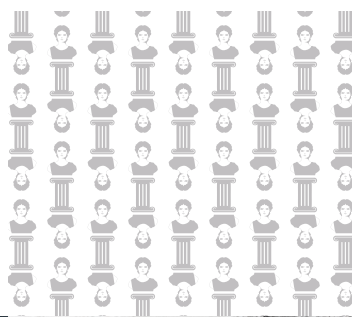
1. Whisk the egg whites until stiff, it's optimal if the egg creates peaks.
2. In a separate bowl, whisk the egg yolks and sugar until light and fluffy.
3. Fold the mascarpone into the egg yolk mixture. Gently fold in the egg whites.
4. Mix the coffee and Marsala. Dip the ladyfingers in the coffee and Marsala mix briefly and divide them into three pieces.
5. Layer the cream and cake pieces in 6 glasses (about 4 dl each) starting and finishing with the cream.
6. Cover the dessert and place it in the refrigerator for at least 3 hours.
7. Garnish with cocoa powder sifted through a sieve.

TIP: Marsala can be replaced by sweet port wine, dark rum or cognac. Tiramisu can also be made in a dish (ca. 20 x 30 cm) in which case 24 ladyfingers and 3 dl coffee is needed.





When you cut a slice of Tiramisu, it truly resembles the work of an abstract artist, it's beautiful. The Tiramisu originated from Treviso, Italy, in the mid 1800's, supposedly from the pleasure district, giving a whole new meaning to the ingredient lady fingers. You wouldn't be dismissed for calling it a passionate dessert.



GATEAU MARCEL

Dessert



Total time: 1 hour & 30 min.



Servings: 12 pieces

Ingredients:

250 g butter

250 g coarsley chopped chocolate

9 egg whites (about 2 dl)

250 g sugar

7 egg yolks (about 1½ dl)

Garnish:

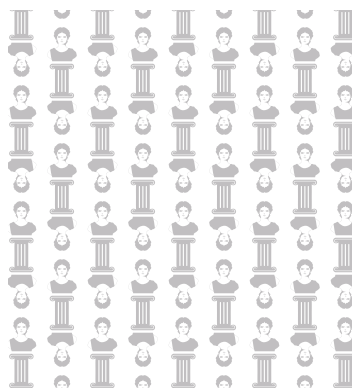
lemon balm leaves

chocolate flakes

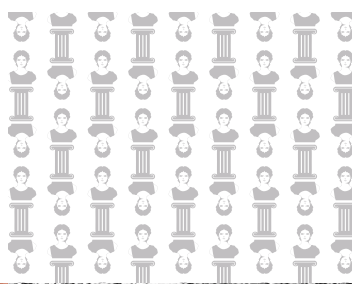
1. Melt butter and chocolate in a pot at low heat and constant stirring. Once melted, take the pot off the heat and let the chocolate cool off for a bit.
2. Now for the meringue. In a different bowl or pan. Whisk the egg whites stiff. Add half of the sugar a slowly, a bit at a time, while stirring until it becomes shiny and tough. The whole ordeal should take about 3 min, you can use a hand mixer.
3. Whisk the egg yolks with the rest of the sugar, into an airy eggnog like mass, but leave a little amount of sugar for the next step. Then add the now cooled still melted chocolate to the eggnog, mix and add the whole mass to the meringue.
4. Cover the inside of a 22 cm in diameter springform pan with backing paper. Cover the backing paper in a thin spread of butter and drizzle your left-over sugar unto the butter.
5. Now fill 2/3 of the chocolate mix into the springform pan. Bake the cake in the middle of the oven at 175° Celsius till done, approximately 35 minutes. Put rest of the mix covered in the fridge.
6. Once baked, let the cake cool off until cold in the springform pan. Lad kagen køle helt af i formen på en bagerist.
7. Remove the cake from the pan and spread out the rest of the chocolate mix on top of the cake. Now decorate the cake with the chocolate flakes and the lemon balm.

TIP: The creator of this cake swears on using unsalted butter. Try serving your Gateau Marcel with vanilla ice cream.





Initially Gateau Marcel was named Gateau chocolat, which translates directly into plain old chocolate cake from french. The dish was masterfully crafted in 1985 by a danish/french cook by the name of Marcel Manoy, who is an artist in his own right to me. Manoy changed the title of his piece to Gateau Marcel when he introduced it to the danes. Honeyed, full-bodied and syrupy describes this mouthwatering, chocolatey cake the best.





For 10 years FRESHCO has worked tirelessly to showcase the art of cooking. Because food isn't just sustenance, it's an experience. In this cookbook, FRESHCO head chef and co-founder Marc Herb shall teach you recipes approved by him and presently on the menu of FRESHCO locations. Along the way, chef Herb shall share interesting anecdotes from the restaurant and fascinating facts about food related history. Chef Marc Herb has a long standing history in the gastronomy industry with over 10 years of experience. However, what most people might not know about him, is his love for the arts, which he believes includes the gastronomic arts.

