

Multi-Sensory Paper

Asha Ballard

New York City College of Technology – CUNY

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**a. How were you addressed when you entered the restaurant? Did you need to make reservations? How long was the wait before you were seated?**

One would be addressed with a warm smile upon arrival at the entrance of the restaurant. While being asked politely if you have reservations. After communicating briefly with the hostess about your party size and the estimated wait you will be seated shortly. There are bathrooms available as well as other restaurants and other activities there to explore. Cecconi's is in a huge building with different businesses. It took a few minutes for the table to be prepared before being seated.

One could make reservations weeks before in order to dine without Cecconi's being completely booked. But if one is lucky enough there may be some tables open depending on the day and time one would like to dine. Making reservations beforehand is always the smartest thing to do. Especially with a popular restaurant like Cecconi's.

One would be seated within a few minutes of arriving to the restaurant. But this timing is depended upon a few key components. Depending on if one made reservations and if one's full dining party has arrived as well.

**b. What are the cultural differences you notice? (Use class notes) Using your five senses of taste, touch, sight, smell, & sound describe some of the cultural differences that you are not accustomed to in comparison to All-American restaurant or restaurant chains. For example, one can describe but not limited to the sights in the restaurant décor, odors from unusual foods, and sounds from music. One should use all five-senses in this cultural experience.**

One would notice a few cultural differences in comparison to American restaurants. Based off the ambiance of the restaurant as soon as you walk it it's transformative. The décor was different, more settle but rich would the dark blue chairs around the bar. As soon as you walk in

you are greeted with your server in a three-piece navy-blue suit. With light brown dress shoes. They place a menu in front of each guest with their signature dishes. Their menu consists of dishes with some Italian words. Setting themselves apart from any American restaurant one has ever went to.

Taste wise there was a richness that was extremely different than American cuisines. The pizza was smaller in size, with less cheese, with special emphasis on the sauce. You could taste the handmade light firewood crust. The hint of garlic, the hand crushed tomatoes with the perfect amount of sweet and savory. The crust and the sauce complimenting the perfect amount of mozzarella cheese and basil.

When it comes to touch one would appreciate the fine dining. The soft touch cotton as one lays their napkin across their lap. The elegant glasses used from the two bottles of Prosecco ordered. Its weight and size complimenting your hand as the host opens the bottle. Placing one arm behind their back and bending over the table slightly to continuously fill your glass. Slowly but surely the white bubbles disappear and there is a warm tan liquid left behind.

One would see the beautiful water and skyline of the city while sitting in Dumbo, Brooklyn. Friendly and familiar faces of the ones they love. The ones who they call dear and true friends. Smiling couples engaging with one another over dinner. One would see their food presented beautifully on a plate placed in front of you. People walking and passing by going about their everyday life. One would see the twinkle of the stars marrying the moon's light.

One would smell the mixture of cheeses, tomato sauce, freshly made salmon, rich vegetables, and sweet Prosecco. One would be delighted to smell all these rich aromas while

dining. Smelling the fresh crisp air pushed in by the water. The mixture of light scented perfume as one reaches in to talk to a friend.

One would hear the loud chatter over the soft tranquil music being played from inside of the restaurant. The music getting louder, then softer when commuting back and forth to the bathroom. The whistles of the wind, the crashing of the waves along the shore. The ding of a phone going off at the dinner table.

- c. Look at the menu. What are the types of foods they offer? What are some unusual items? Do they describe the ingredients in the food? List various food items from the menu. What menu items did you order? Is there more than one language used to describe the foods on the menu?**

Cecconi's offered a different array of Italian dishes (Figure 1). One may find familiar dishes like salmon, pizza, spinach, potatoes, avocado, etc. Their pastas were made fresh with your choice of sauce to compliment the dish. Most of their dishes included foods that were made by hand in-house. There were options available that were gluten free, plant based, as well as vegetarian. One would have no problem picking a dish to enjoy from Cecconi.

Some of Cecconi's most unique as well as most unusual items were the most expensive. There was a couple of items that featured elegant ingredients like white and black truffle. They infused truffle into some of their dishes in order to compliment that bring out the flavors of the dish. Some dishes one may not recognize on the menu while ordering is located under the wood and charcoal section. The dover sole, branzino, veal chop Milanese, and the dover sole.

On the Cecconi's menu there is a list of ingredients that are available for some dishes. One would find that depending on their dish of choice it may be more detailed than the other. But usually there is a layout of what the main part of the dish is. Next to this you will find what will

complement the main dish as it sides. If one asks to substitute any sides, they will try their best to accommodate you.

Cecconi's menu included a great deal of what most Americans know Italian food as. Their most popular dishes widely known are their pastas and pizzas. This menu included pastas (Figure 1):

1. Fusilli, kale pesto
2. Rigatoni, beef bolognese
3. Cavatelli, lamb ragu, artichokes
4. Spaghetti, maine lobster, saffron, basil

As well as their selection of wood oven pizzas (Figure 1):

1. Buffalo mozzarella, tomato, basil
2. Spicy salami, mushroom, mozzarella
3. Prosciutto san daniele, arugula, burrata
4. Black truffle, zucchini blossom, goat cheese

Although one may want to order something a little out of their comfort zone and something that aligns with a traditional Italian dish one may not. One ordered the salmon with broccolini with castelvetro, pesto (Figure 2).

There was another language on the menu to describe some of the dishes. There were sprinkles of Italian words here and there throughout the entire menu. If one needed help understanding the menu the host was happy to help.

**d. Is a traditional salad offered? If not, describe what is offered. What types of breads are offered (flat, pita, tortilla chips)? What type of desserts (cheesecake, fortune cookie, coffee)? What are they like?**

There was not a traditional salad offered at Cecconi's. But there were three types of salads that were. These salads included baby kale, baby lettuce and chopped vegetables. There was also a list of add-ons available that could be paired with the salad. This list included, chicken, burrata, and salmon for an additional \$9.

Depending on the restaurant one would receive a basket of freshly baked bread while waiting for your main dish to be served. This was not the case for this restaurant in particular. Whether you received bread or not was dependent on what you ordered. The only bread one would see is if Cecconi's wood oven backed pizza was served.

There was a dessert menu that included a few items for \$12 each. This list included (Figure 3):

1. cheesecake, berry compote tiramisu
2. vegan chocolate coppa, coconut sorbet
3. profiteroles, chocolate gelato, chocolate sauce
4. sorbetto & gelato

One would believe their desserts to be amazing much like their cuisines. But one did not order any dessert after one's meal. One was too full to even look at the menu again.

**e. What types of beverages are offered? Do they have an alcohol menu? What is not typically offered in an American chain restaurant?**

There was an array of beverages to choose from on the menu. Although one did not see any non-alcoholic beverages listed on the menu. One will believe there to be a list of non-alcoholic beverages if one asks the waiter.

Cecconi's did have a separate alcoholic menu, a lengthy one at that. This menu included white and red wine, champagne and sparkling, and rose (Figure 4). These are the drinks that would be most familiar to anyone from America. Underneath this list you would find a separate list of Italian drinks. This included white and red Italian, as well as champagne and sparkling.

In addition to the American and Italian drinks they had an additional list of drinks. These drinks could be found in other parts of the world. Like New Zealand, Nappa, California, France, Oregon, etc. These were the types of drinks that a typical New Yorker would not find in an American chain restaurant. Also, the pricing of these drinks would make it a little harder to acquire from just anywhere.

- f. How is the food reflective of the cultural geography and the economic geography (*Use class lecture notes*)? (i.e. spices are abundant in India which is rich in spices & fish (sushi) is popular in Japan & it is part of the G8). Describe approximately where in the world (continent & location) and from country this culture's food is best known.**

Italian food is reflective of its cultural and economic geography:

“The beginnings of Italian cuisine can be traced back to ancient Rome – both the food itself and the spirit of eating. The Roman Empire stretched across a vast area of the ancient world, from the Middle East to North Africa to the Mediterranean. As the Roman Empire conquered different areas, the spices and ingredients of these lands were incorporated into Roman cuisine. Dishes of the Roman Empire included the exotic and the familiar. Staples of the typical Mediterranean diet can be found in these early beginnings, with items such as wine, olive oil, bread, vegetables, legumes, and cheeses. Romans also experimented with ingredients such as ostrich meat, fish sauces, and roasted game” (Toscana, n.d).

Italians most popular and famous dish also has a deep-rooted history: “traced back to the Etruscans who conquered Rome in 800 BC. Food historians have identified a mural in an Etruscan

tomb which depicts the making of pasta: cooks are shown mixing flour and water, with tools such as a rolling pin and a cutting machine” (Toscana, n.d). Not only were there advanced machinery to make dishes there was a cookbook: “In the 1<sup>st</sup> century AD, we find one of the world’s oldest known cookbooks, *De re coquinaria (On Cookery)*, compiled by Marcus Gavius Apicius. This cookbook collects ancient Roman recipes. In these early years, breadmaking was introduced to Romans by the Greeks, and fermentation of grapes turned grape juice to wine” (Toscana, n.d).

Italy is the famous peninsula that is often compared to a boot (Figure 5). Located in the south-central part of Europe. Which is where this food is most known and popular. Their food has been very influential all around the world and in most people's everyday life. Especially when talking about pizza. American pizza is extremely different than Italian pizza but there is still great influence.

***g. Describe the dress? (Dress is inclusive of all five senses – you smell perfume, hear jewelry, see make-up, etc....) What are the employees, such as hostesses or wait staff wearing? Please use Eicher-Roacher-Higgins (1992) article to define dress and answer appropriately.***

The dress by everyone who worked there was similar. The hostess located in the front wore a fitted black cotton button up blouse. Black slacks that stopped just above her ankle with black oxford dress shoes. Her hair was manipulated in order to pull it back and be secured by a scrunchie. Her face was clear and bright with the use of a light coverage of makeup. Her eyebrows were manipulated to appear darker than what they were. Her eyelashes longer and voluminous from the use of black mascara. He black face mask covered most of her face which intensified the look in her eyes. One could only imagine her choice of perfume or if she could wear any at all. All customers and employees were encouraged to stand 6 feet apart to help stop the spread of Covid-19.



- 2. Rate your experience as a food critic (as in the *LA Times* or *Houston Chronicle*). Ratings should be dependent on taste, service, décor, cleanliness, authenticity, quality and price and should range from A-F (“A” being the best). Explain why you chose this rating. Be thorough and detailed in your explanations.**

One would give Cecconi an A dependent on the taste, service, décor, cleanliness, authenticity, quality and price. The service and taste of the cuisines were exquisite. One of the best restaurants one has ever attended and dined at. The décor and ambiance of the restaurant was extremely elegant and complimented it's Italian atmosphere. It was very clean with crisp white table clothes and napkins. Their silver wear was clean and nicely tucked inside of each napkin.

One chose this rating based on the presentation of the dishes and the service provided. One enjoyed dining and eating authentic Italian food. Italian food that is closer to where it was originated. One has never tasted such rich flavors that complemented itself before dining here.

- 3. What did you learn from this experience that you could contribute to a multi-cultural experience in a class discussion?**

There was a lot that was learned and experienced. But the most important thing that one took away from this was authenticity. Food from a particular region should stay as close to its roots as possible. When food is watered down it loses its taste and beauty. This along with diversity, choosing to dine in more authentic restaurants allows one to travel without actually going anywhere. Spending the extra money for a great dining experience is extremely worth it.

# Images

Figure 1:

**CECCONI'S**  
- ALL DAY -

CICCHETTI		WOOD OVEN PIZZA	
whipped ricotta, truffle honey, crostini v	14	buffalo mozzarella, tomato, basil v	22
meatballs, tomato sauce, basil	14	spicy salami, mushroom, mozzarella	25
avocado dip, crudité gf	17	prosciutto san daniele, arugula, burrata	28
		black truffle, zucchini blossom, goat cheese v	45
APPETIZERS		PASTA	
calamari fritti, lemon aioli, spicy pomodoro*	17	fusilli, kale pesto v	18
burrata, tomato, basil v, gf	18	rigatoni, beef bolognese	24
octopus, capers, celery, olives gf	22	cavatelli, lamb ragu, artichokes	26
		spaghetti, maine lobster, saffron, basil*	42
CARPACCIO AND TARTARE		WOOD & CHARCOAL	
carpaccio, venetian dressing* gf	16	eggplant parmigiana, wild arugula v	18
ahi tuna tartare, avocado, chili, mint* gf	22	chicken paillard, cherry tomatoes, arugula	20
		salmon, broccolini, castelvetrano, pesto*	32
SALADS		branzino, spinach, tomato, taggiasca olive* gf	36
baby kale, parmigiano, anchovy lemon vinaigrette gf	17	filet mignon, potatoes, mushroom sauce* gf	42
chopped vegetables pb, gf	17	veal chop milanese, lemon, sage	60
butter lettuce, sprouts, avocado, tomato pb, gf	17	dover sole, lemon butter, sauteed spinach gf	68
chicken 9 / burrata 9 / salmon* 9			
OPENING HOURS		SIDES	
Monday to Friday 5pm - 10pm		sauteed spinach v, gf	8
Saturday & Sunday Brunch 12pm - 10pm		broccolini v, gf	8
		roasted potatoes, rosemary pb, gf	8

v vegetarian dish pb plant-based (vegan) dish gf gluten-free dish  
Please let us know if you have any allergies or dietary requirements. Our dishes are made in-house and may contain trace ingredients.  
\*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.  
A 20% service charge will be added to groups of six or more

LONDON | BERLIN | ISTANBUL | BARCELONA | MIAMI BEACH | WEST HOLLYWOOD | MUMBAI | AMSTERDAM

Description: All Day Cecconi's Menu

Url:

<https://www.cecconisdumbo.com/system/files/052019/5cdb34cfebeeb5778000000/original/AllDayMenu.pdf?1613538563>

Figure 2:



Description: Meal ordered

Url:

[https://www.google.com/search?q=ceconis+salmon+broccolini&tbm=isch&ved=2ahUKEwjMIo7d8KDvAhXNi-AKHZ5hAKwQ2-cCegQIABAA&oq=ceconis+salmon+broccolini&gs\\_lcp=CgNpbWcQAzIECCMQJ1CqUFjjYWDwZmgAcAB4AIAB1wGIAd4PkgEGMC4xNC4xmAEAoAEBqgELZ3dzLXdpei1pbWfAAQE&sclient=img&ei=KTFGYIzeDs2Xggeew4HgCg&bih=568&biw=1366&rlz=1C1CHBF\\_enUS869US869#imgrc=xSUOzrP9dH4NaM](https://www.google.com/search?q=ceconis+salmon+broccolini&tbm=isch&ved=2ahUKEwjMIo7d8KDvAhXNi-AKHZ5hAKwQ2-cCegQIABAA&oq=ceconis+salmon+broccolini&gs_lcp=CgNpbWcQAzIECCMQJ1CqUFjjYWDwZmgAcAB4AIAB1wGIAd4PkgEGMC4xNC4xmAEAoAEBqgELZ3dzLXdpei1pbWfAAQE&sclient=img&ei=KTFGYIzeDs2Xggeew4HgCg&bih=568&biw=1366&rlz=1C1CHBF_enUS869US869#imgrc=xSUOzrP9dH4NaM)

Figure 3:



Description: Cecconi's Dessert Menu

Url:

[https://www.cecconisdumbo.com/system/files/032019/5c9a88b3ebee5677d00001b/original/Dessert\\_Menu.pdf?1613538908](https://www.cecconisdumbo.com/system/files/032019/5c9a88b3ebee5677d00001b/original/Dessert_Menu.pdf?1613538908)

Figure 4:

CECCONI'S			
<b>WHITE</b>		<small>GLS</small>	<small>ORG</small>
Chardonnay, Perantonio, Fasoli Gino, Piedmont, Italy, '19	12	48	
Pinot Grigio, Lavis, Trentino, Italy, '18	13	52	
Sauvignon Blanc, Bunt, New Zealand '18	14	56	
Vermentino, Val delle Rose, Tuscany, Italy '18	14	56	
Salina Bianco, Colosi, Sicily, Italy, '19	15	60	
Gavi, Broglio, Piedmont, Italy, '18	16	64	
Sancerre, Raimbaut-Pineau, Loire Valley, France, '19	19	76	
<b>CHAMPAGNE AND SPARKLING</b>		<small>GLS</small>	<small>ORG</small>
Tasi, prosecco, Veneto, Italy '18	13	52	
Laluca Paretti, sparkling rosé, Veneto, Italy NV	14	56	
Moët & Chandon, brut, Champagne, France NV	23	105	
Veuve Clicquot, brut, Champagne, France NV	28	125	
<b>BOTTLES</b>			
<b>WHITE Italian</b>		<small>GLS</small>	<small>ORG</small>
Grillo, Feudo Montoni, Sicily, '18	50		
Verdicchio, Castell di Jesi Classico Pievalta, Marche, '17	52		
Arneiis, Malvira, Roero, Piedmont, '18	52		
Lugana, Montonale, Lombardia, '17	54		
Müller-Thurgau, Pojer e Sandri, Alto Adige, '18	54		
Falanghina, Mastrobianco, Campania, '17	56		
Greco di Tufo, Terredora, Campania, '18	60		
Kerner, Strasserhof, Hannes Baumgartner, Alto Adige, '17, '18	62		
Pecorino, Tiberio, Colline Pescaresi, Abruzzo, '17	64		
Orvieto, San Giovanni della Sala, Antinori, Umbria, '18	70		
Vermentino, Guado al Tasso, Antinori, Tuscany, '18	74		
Friulano, Princic, Friuli, '14	78		
Trebbiano, Suavia, Massifetti, Soave, Italy '15	82		
Pinot Grigio, Terzano, Alto Adige, '17	85		
Nascetta, Elvio Cogno, Langhe Piedmont, '16	88		
Chardonnay, Vie di Romans, Friuli, '17	95		
COS, Pitthos Bianco, Vittoria, Sicily, '18 (orange) b	100		
Occhipinti, SP68 Bianco, Vittoria, Sicily, '18 b	105		
Gavi, La Scolca, Black Label, Piedmont, '19	115		
<b>WHITE rest of the world</b>		<small>GLS</small>	<small>ORG</small>
Sauvignon Blanc, Mt. Beautiful, New Zealand, '19	56		
Albarino, Finca de Arantei, Rias Baixas, Spain, '16, '17	60		
Fiano, Jade & Jasper, South Australia, '16	70		
Chablis, Domaine Hamelin, Burgundy, France, '17	80		
Chardonnay, Kistler, Noisetiers, Sonoma Coast, California '17	160		
<b>CHAMPAGNE AND SPARKLING</b>		<small>GLS</small>	<small>ORG</small>
Donelli, Lambrusco, Emilia-Romagna NV (white/red)	50		
Ca' del Bosco, Franciacorta, Lombardia NV	105		
Pojer e Sandri, rosé, brut, Alto Adige NV b	115		
Perrier-Jouët, brut, Champagne NV	140		
Ferghettina, Franciacorta rosé, Lombardia, '13	150		
Veuve Clicquot, rosé, brut, Champagne NV	170		
<b>RED</b>		<small>GLS</small>	<small>ORG</small>
Nero d'Avola, Colosi, Sicily, Italy, '18	13	52	
Barbera d'Asi, Reversanti, Italy, '18	14	56	
Grignone, Castello di Neive, Piedmont, Italy, '18 (chilled)	15	60	
Cabernet Sauvignon, Musita, Sicily, '18	15	60	
Sangiovese, La Papesse di Papiano, Italy, '18 b	16	64	
Pinot Noir, King Ed, 'Inspirace', Willamette, OR '18	18	72	
Barolo, Cascina del Torc, Piedmont, Italy, '15	24	96	
<b>ROSE</b>		<small>GLS</small>	<small>ORG</small>
Rosamara, Costaripa, Lombardy, Italy, '18	11	44	
House Rosé, Provence, France, '18	13	52	
Lady A, Provence IGR France, '19 b	15	60	
<b>RED Italian</b>		<small>GLS</small>	<small>ORG</small>
Dolcetto d'Alba, G.D. Vajra, Piedmont, '18	52		
Cannonau, Argiolas 'Costera', Sardinia, '17	58		
Schiava, Manincor, Alto Adige, '18 b	62		
Cabernet Blend, Tua Rita, Rosso dei Nofri, Tuscany, '17	64		
Lagrein, Tiefenbrunner, Turmhof, Alto Adige, '15, '17	66		
Villa Antinori Rosso, Tuscany, '16	68		
Chianti Classico, Castello di Bossi, Tuscany, '16	70		
Sagrantino di Montefalco, Colpetrone, Umbria, '11	74		
Pinot Nero, Castello di Neive, Langhe, Piedmont, '18	76		
Valpolicella Ripasso, Secondo Marco, Veneto, '14	80		
Fumin, Les Cretes, Valle D'Aosta, Italy, '16	84		
Cerasuolo, COS, Vittoria, Sicily, '15 b	85		
Taurasi, Terredora, Campania, '11	90		
Nerello Mascalese, Frank Cornelissen, Murielbe, Sicily '17 b	92		
Il Bruciato, Guado al Tasso, Tuscany, '18	96		
Occhipinti, SP68 Rosso, Vittoria, Sicily, '17 b	110		
Barbaresco, Produttori, Piedmont, '16	120		
Barolo, Aurelio Settimo, Piedmont, '15	130		
Brunello di Montalcino, Lisini, Tuscany, '13 or '14	140		
Amarone Riserva Classico, Buglioni, Veneto, '15	150		
Tignanello, Antinori, Tuscany, '17	240		
<b>RED rest of the world</b>		<small>GLS</small>	<small>ORG</small>
Pinot Noir, Montmore Estate, Willamette Valley, Oregon, '17 b	58		
Burgundy, Domaine Chevalier, France, '17	60		
Cabernet Sauvignon, Hunt and Harvest, Naipa, '18	82		
Pinot Noir, Freeman, Sonoma Coast, '17	112		
Châteauneuf-du-Pape, Domaine Santa Duc, France, '15 b	140		
Gevrey-Chambertin, Domaine Byczek, Burgundy, France '15	160		

b biodynamic o organic - Reserve list available on request  
Please let us know if you have any allergen or dietary requirements. Our dishes are made in-house and may contain trace ingredients.

Description: Cecconi's Drink Menu

Url:

[https://www.cecconisdumbo.com/system/files/052019/5cdb34cfbeeb57780000000/original/AllDay\\_Menu.pdf?1613538563](https://www.cecconisdumbo.com/system/files/052019/5cdb34cfbeeb57780000000/original/AllDay_Menu.pdf?1613538563)

Figure 5:



Description: Italy on map of Europe

Url:

[https://www.google.com/search?q=italy+on+map+of+europe&tbm=isch&ved=2ahUKEwjBzrbv9KDvAhVqkeAKHetPCcMQ2-cCegQIABAA&oq=italy+on+map+of+europe&gs\\_lcp=CgNpbWcQAzICCAAyBggAEAUQHjoECCMQJzoGCAAQCBAeUI0bWPYuYKczaABwAHgAgAHIA YgBjQySAQYwLjEwLjGYAQCgAQGqAQtn3Mtd2l6LWltZ8ABAQ&sclient=img&ei=gTVGYIGKGOqiggfrn6WYDA&bih=568&biw=1366&rlz=1C1CHBF\\_enUS869US869#imgrc=dwGEDycgL\\_v61M](https://www.google.com/search?q=italy+on+map+of+europe&tbm=isch&ved=2ahUKEwjBzrbv9KDvAhVqkeAKHetPCcMQ2-cCegQIABAA&oq=italy+on+map+of+europe&gs_lcp=CgNpbWcQAzICCAAyBggAEAUQHjoECCMQJzoGCAAQCBAeUI0bWPYuYKczaABwAHgAgAHIA YgBjQySAQYwLjEwLjGYAQCgAQGqAQtn3Mtd2l6LWltZ8ABAQ&sclient=img&ei=gTVGYIGKGOqiggfrn6WYDA&bih=568&biw=1366&rlz=1C1CHBF_enUS869US869#imgrc=dwGEDycgL_v61M)

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from <https://toscanasc.com/blog/the-cultural-influences-on-italian-cuisine/>