

# ON THE BOULEVARD

WESTIN BOOK CADILLAC DETROIT

SPRING 2011

**THE WESTIN**  
BOOK CADILLAC  
DETROIT



## INSIDE

A Look Back - 1914.....	2
In the News.....	2
A Super Bowl Story .....	3
Roast News & Recipe.....	4-5
24grille News & Recipe.....	6-7
In the Neighborhood .....	8
Westin Residences .....	9
Westin Weddings .....	10
Book Scenes.....	11
Special Offers.....	12
Summer Events.....	13

# A LOOK BACK - 1914



(The Cadillac Hotel - 1914)

The first Cadillac Hotel stood on the corner of Washington Boulevard and Michigan Avenue from 1888 to June 26, 1923. The Book Brothers bought the hotel in 1917. After razing the hotel in 1923, a new and grander Book Cadillac hotel was built. In 2008, this grand lady later made way to today's Westin Book Cadillac Detroit.

## READ ALL ABOUT IT

We are proud to announce that Metro Times recently named The Westin Book Cadillac Detroit as the Best Renovation project in Detroit.

On May 6, 2011, the New York Times published the story "36 Hours in Detroit," and the Book Cadillac was a part of this very positive article with great images including two slide show presentations online. The reporter did a wonderful job capturing destinations for dining, lodging and fun for new visitors. We are happy to share the article, just [click here](#).



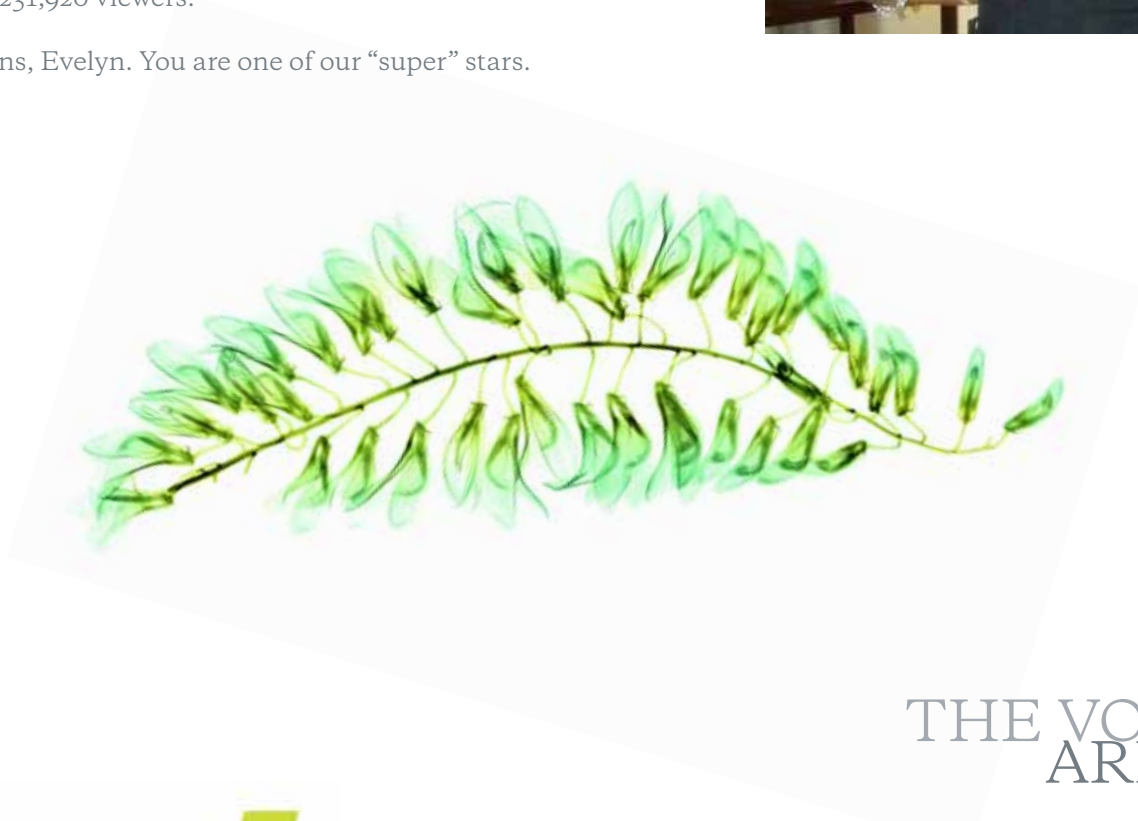
# MISS EVELYN'S SUPER BOWL STORY

It's always nice when our guests write us about a hotel associate who has done an outstanding job. Earlier this year we received an email from a guest who works for the advertising agency Goodby, Silverstein & Partners. The firm represents Chevrolet and created the 2011 Camaro Super Bowl TV ad. Members of the agency staff had spent a lot of time at the Book while working on the Chevrolet account and they became acquainted with Evelyn Taylor, one of our Motor Bar servers. They appreciated Evelyn's great service so much that they decided to honor her by naming the character in the Camaro spot, and also the name of the spot, "Miss Evelyn."

According to The Nielsen Company, [Chevrolet's Camaro Miss Evelyn commercial](#) was watched by the most viewers totaling an estimated 119,628,000. It beat the previous record held by a Doritos commercial from 2010 with 116,231,920 viewers.



Congratulations, Evelyn. You are one of our "super" stars.



THE VOTES  
ARE IN



On May 18, at Detroit's Fillmore Theatre, the Book received the 2011 award for Best Hotel (over 200 rooms), from the readers of Michigan Meetings & Events magazine. This was the third consecutive year to be honored.

*Michigan  
Meetings + Events'*

Readers' Choice  
Best Of Awards

# MICHAEL SYMON'S ROAST

Preview the new Roast bar and dinner menus at [www.roastdetroit.com](http://www.roastdetroit.com).



Congratulations go to Roast for being recognized as a 2011 winner for Hour Detroit's Best Local Happy Hour. This is one of the city's busiest places to be between 4:30 PM and 6:30 PM as people gather for Michael Symon's signature dishes in small bites (\$3) along with favorite cocktails and other beverages (\$4 select beer & wine; \$5 pours). More kudos to Roast for Hour Detroit Best Wine List (city), Best Service (attentive), and Best Steakhouse (non-chain). The annual Best of Hour Detroit party will be on June 24 at Motor City Casino. Roast will be on site with some of their signature tastes for the festivities.

The Greening of Detroit celebrated its major individual campaign, The Growth Fund with an exclusive event at Roast on May 12. The event

recognized major individual donors who have contributed to the Growth Fund Society. The Growth Fund Society provides crucial support for The Greening's environmental education, urban agriculture, workforce and tree planting programs. About 140 guests enjoyed a delectable five course feast, featuring locally grown and raised food and recipes, and Michigan wines and artisan ales from Black Star Farms, L. Mawby, Chateau Chantel, Jolly Pumpkin, North Peak and entertainment provided by Detroit's own Sean Blackman.



"I am so proud to support The Greening of Detroit and I understand the importance of creating sustainable spaces in the communities where I live and work. From planting trees to growing local foods to fostering environmental stewardship in adults and children, my work with the Greening of Detroit continues to be a recipe for success," stated Michael Symon, owner of Roast and Food Networks Iron Chef.

On Sunday, June 5, Roast is kicking off its Flights and Bites, a new Sunday only menu addition that will be a revolving selection of food and beverages that compliment one another available exclusively at the bar. An example is three small portions of beer and three different charcuteries (cold meats) that compliment each other. It will be the equivalent of one appetizer and one cocktail. Pricing range from \$8 - \$10.

On June 12, Roast will be a participating restaurant for the annual fundraiser, The Garden Party, at the Academy of the Sacred Heart. The event raises funds for the Children's Leukemia Association of Michigan and the Oakland Community College Culinary Studies Institute.

Celebrity Chef Michael Symon has a busy schedule these days as he is preparing for a new ABC network talk show, The Chew. A rotating cast of hosts will include Michael, Mario Batali, Top Chef's Carla Hall and entertaining expert Clinton Kelly of "What Not to Wear" fame seen on the TLC cable channel. The Chew will focus on food from every angle -- as a source of joy, health, family ritual, friendship, breaking news, dating, fitness, weight loss, travel adventures and life's moments. The show debuts in September.



# A TASTE OF ROAST

*Pan Roasted Halibut, Sweet pea Risotto, Preserved lemon (Serves Four)*

## *Ingredients*

2 tablespoons olive oil  
1 medium yellow onion, minced  
2 cloves garlic, minced  
1 cup Arborio rice  
1/2 cup dry white wine  
3-4 cups chicken stock, warmed  
1 cup shelled sweet peas  
1 tablespoon sliced fresh flat-leaf parsley leaves  
1 tablespoon unsalted butter  
2 tablespoons grated parmesan  
1 tablespoon vegetable oil  
4-six ounce portions halibut  
1 cup fresh pea tendrils  
1 tablespoon sliced preserved lemon rind, or zest of 1 lemon

## *For the Risotto*

Heat the olive oil in a 4-quart saucepan over medium heat. Add the onion and sweat it for two minutes.

Add the garlic and sweat it for another two minutes. Add the rice and let it toast slightly in the hot fat, about one minute, stirring with a wooden spoon.

Reduce the heat to low, add the wine and stir continuously until most of the wine has cooked off. Add one cup of the stock and stir continuously until the liquid has cooked off, about 3 minutes. Add another cup of stock and repeat the process. Taste the rice.

Continue to add stock in 1/4 cup increments until the risotto is creamy. Add the peas and heat through for about 2 minute.

Remove the pan from the heat and stir in the parsley, butter, and cheese. cover and set aside while the fish is cooking.

## *For the Fish*

Heat a 12-inch saute pan over medium-high heat. Season both sides of the halibut fillets with salt and pepper.

Add oil to pan and place fillets in pan. Let brown for about 3 minute then gently turn and continue to cook until fish is just cooked (an internal temperature 140 degrees).

Spoon risotto evenly on to four warmed plates. Gently place halibut on top. Garnish with pea tendrils and preserved lemon. Serve.



# 24GRILLE

## *24grille Patio opens for summer dining*

During the spring Detroit Restaurant Week, 24grille diners were able to sample the restaurant's new menu created by Executive Chef Christian Borden. The new lunch and dinner menus are filled with fresh and creative items from appetizers to desserts.

Just in time for warmer temperatures, the 24grille patio is open for outdoor dining with colorful umbrella tables. Choose from lunch and dinner menus as well as cocktails, wine and champagne.



Home of Michigan's only Champagne Bar, 24grille offers an amazing selection of bubbly delights in a cozy setting. It's perfect for a pre-dinner date, or for a small party with friends.

This summer 24grille will be participating in four community events offering a taste of Chef Borden's creations:

- Dining with the Masters - June 6 at The Henry
- The Garden Party - June 12 at the Academy of the Sacred Heart
- Detroit Artists Market Garden Party - June 16
- Sunset at the Zoo - June 17

Preview 24grille menus at [www.spa1924grille.com](http://www.spa1924grille.com)



# A TASTE OF 24GRILLE

## *Tuna Tartar (3 Servings)*

### *Ingredients*

1 pound fresh tuna cleaned and diced very small  
4 tb. diced apple  
1 tsp. diced fennel  
1 tsp. diced cucumber  
¼ tsp. salt  
½ tsp. sesame oil  
½ tsp. teriyaki glaze  
Combine all ingredients in mixing bowl  
Stuff into wonton cones  
Garnish plate with pickled vegetables and drizzled ponzu

### *Ponzu*

*(Kikkoman makes a bottled Ponzu available at fine grocers)*

1 cup teriyaki glaze  
2 tb. fresh lemon juice, more to taste  
1tb. fresh lime juice, more to taste  
1 tb. orange juice  
1 cup brown sugar  
1 tb. rice vinegar  
1 3-inch piece ginger chopped  
Pinch cayenne

Put all ingredients into a pot and bring to a simmer on low heat for 3 minutes.

Strain and let cool.

\*teriyaki glaze is found in the Asian Food Section of your local grocer.

### *Pickled Vegetables*

½ cup sugar  
1 cup white vinegar  
1 tsp. salt  
1 tsp. coriander (spice) ground  
1 red pepper  
1 yellow pepper  
1 jalapeno pepper  
1 red onion  
¼ cup green onion (garnish)

Julienne all the vegetables and place in a bowl  
Put the sugar, vinegar, salt and coriander in a small pan and bring to a boil. Pour over the vegetables and cover tightly. Let sit 15 minutes to steep and wilt.  
Can be refrigerated 5 days.

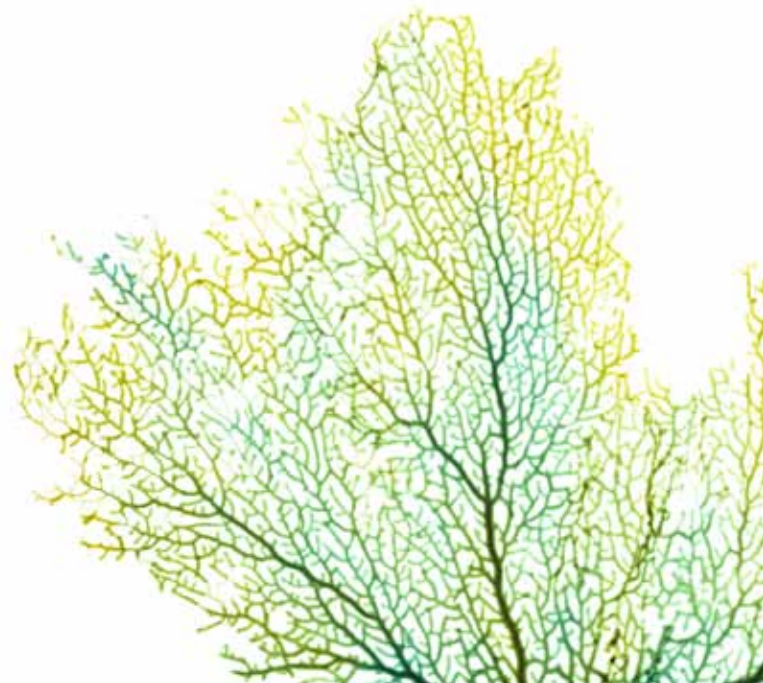


### *Cones*

12 wonton wrappers  
1 tablespoon butter  
1 tablespoon sugar  
1 tablespoon black sesame seeds

Melt butter and brush the wonton wrappers  
Sprinkle with sugar and black sesame seeds  
Wrap wontons into desired shape.  
We use cannoli forms or other pastry tubes.

Bake until crisp at 325 degrees.



# IN THE NEIGHBORHOOD

## *Just across the street*

Eve's Downtown Gourmet, located across from the Book on Washington Boulevard in the Washington Square Apartment building, is now open. Perfect for those who live in our Westin Residences and hotel guests, the store offers a deli counter with gourmet cheese and meats, fresh fruit, salads and more. Also enjoy selections from the bakery with homemade pastries, wine and a hot food counter. Eve's is open 7 a.m. to 10 p.m. Monday through Thursday; 7 a.m. to 11 p.m. Friday and Saturday; 10 a.m. to 7 p.m. on Sunday. Phone: (313) 964-4100

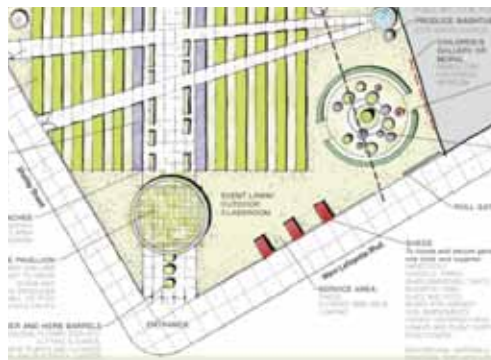
## *Restaurant openings*

Look for the new Brunch Factory to open in late June on Woodward Avenue, a short walk from the Book. Or stop at Campus Martius, where Fountain Bistro will be open for summer, fall and early winter seasons for indoor or outdoor casual dining.

## *How green is Detroit?*

It's getting greener every day. This summer watch the progress across from the Book on Michigan Avenue where a new green space is taking shape. The Detroit-based Compuware Corporation recently announced it will develop two current vacant areas to become downtown gardens. Compuware employees will design and maintain both spaces. One location is the former site of the J.L. Hudson department store on Woodward Avenue, and the other, across from the Book, on Michigan Avenue - the former Lafayette Building site.

When the Lafayette garden is complete, 24grille patio diners will have a wonderful view. Produce harvested from the space will go toward local non-profits, such as Gleaners. So far 150 people have signed up as volunteers for the project.



Courtesy Woodward Light Rail

## *Light Rail Coming Soon*

Long in coming, but finally in the home stretch, the Woodward Light Rail system is becoming a reality for Detroit. The first phase of the more than \$500-million project is expected to get underway by 2012 with a 3.4 mile link from downtown to the New Center area, a part of Detroit's Midtown District. A total of 12 stations are planned that will span from downtown Detroit to Eight Mile Road, for a total of 9.3 miles. The cars will typically carry 100-125 people and more than 200 during

major events such as Detroit Tiger ball games. Further planning is underway to expand the rail system to neighboring counties.



# WESTIN RESIDENCES

Above the hotel floors are 64 Westin residential units where residents can enjoy the amenities of the hotel and live in close proximity to downtown entertainment, restaurants and fun destinations including Detroit's three casinos, Eastern Market, the Riverfront or the Cultural Center. One of our first residents, Phil and Joanne McNary, shared their views on enjoying the benefits of downtown living as a Westin Residences owner.

## *What's the best thing about living downtown?*

Close proximity, either by walking or a short drive, to an unbelievable number of cultural, musical or dining activities.

## *What would people be surprised to know about living in the Westin Residences?*

Most people who are not familiar with the hotel are always surprised to find out that there are residences at the top. For my part, you can do a great number of things without leaving the hotel. For instance, one snowy, blustery day



*Phil and Joanne McNary take in downtown at Campus Martius Park*

last winter when many people were marooned in their homes, I enjoyed coffee at WBC, relaxed in the hot tub, walked on the treadmill, had a manicure in the spa, bought magazines at the gift shop, drinks at the Motor Bar and dinner at 24 Grille -- all without going outside. How great is that? It felt like a weekend getaway in my own backyard.

## *What is your perfect night on the town?*

Start in the afternoon! Go to a play or other cultural event for the matinee performance; enjoy dinner afterwards at a great restaurant and drinks and music at another club or venue.

## *What are your favorite things to do downtown?*

Walk on the Riverwalk, and bike ride everywhere.

If you are Interested in learning more about Westin Residences for purchase or to lease, please contact Jeff Glover & Associates at 734-259-1100.

# REFRESHING WESTIN WORKOUT

Soon Book guests will enjoy a redesigned Westin Workout fitness studio. Look for a more soothing color palette of brown, taupe and silver and with textural woven flooring and wood grained laminate finishes.

Interpreting the theme of landscape, custom images have been created that use the body in motion to create texture and pattern in a large high impact format. Instead of framed artwork, the new artwork will be applied as a wall sized mural.

The new studio concept will be a clutter-free environment with special cases for workout tools and a chilled towel unit for a refreshing cool down with luxurious Westin towels. Lighting will optimized for the three zones of activities: strengthening, cardio and stretching to create a more memorable and invigorating fitness experience.

The new look for Westin Workout will be seen at all Westin properties, nationwide by year-end.



# WEDDINGS AT THE BOOK

*Thousands of dreams — millions of memories.*

A Book wedding is special. Nearly 60 special couples have celebrated with family and friends since the hotel opened nearly three years ago. Whether it's a small, medium or large wedding, every bride and groom receives attentive support to customize planning and make sure their wedding dreams come true.

Couples planning a wedding can learn a great deal about what the Book has to offer on our new [Facebook](#) wedding tab. Included is a wedding video, large gallery of images that show our ballrooms all aglow for nuptials and receptions, table settings, cakes, décor ideas and a collection of images from recent Book weddings.

For information on weddings at the Book, call Rebecca Maziarz at 313-442-1628.

The Westin Book Cadillac Detroit - Weddings

DREAMS REALIZED AT THE WESTIN BOOK CADILLAC

The iconic Westin Book Cadillac has brought style, glamour and sophistication back to the city - with a contemporary twist. Rich in history and built from an unprecedented 200 million restoration, the historic Book Cadillac seamlessly blends timeless elegance with thoughtful modern touches. Stunning public and ballroom spaces not found elsewhere in the city will "wow" your guests at every turn and approachable, attentive service will allow the evening to be all about you.

**The Experience**

Let our seasoned wedding consultants and culinary experts create a truly one of a kind experience customized right down to the very last detail. Our team of professionals will tailor your day to communicate your very own signature style. Hundreds of details... thousands of dreams... millions of memories.

**The Options:**

The Venetian Ballroom

Photographer - Kristien Taylor



# BOOK SCENES



Courtesy Southeast Michigan American Heart Association

*More than 500 guests attended the American Heart Association's Heart Ball black-tie fund raiser.*



Courtesy Detroit Regional Chamber / Jerry Sarkody

*Detroit Mayor Dave Bing was the guest speaker of the Detroit Economics Club meeting.*



Westin Book Cadillac

*Paul W. Smith broadcasting live his popular morning radio program. Paul W. hosted a roundtable discussion on what effects the elimination of the Michigan film credits would have on the local economy.*



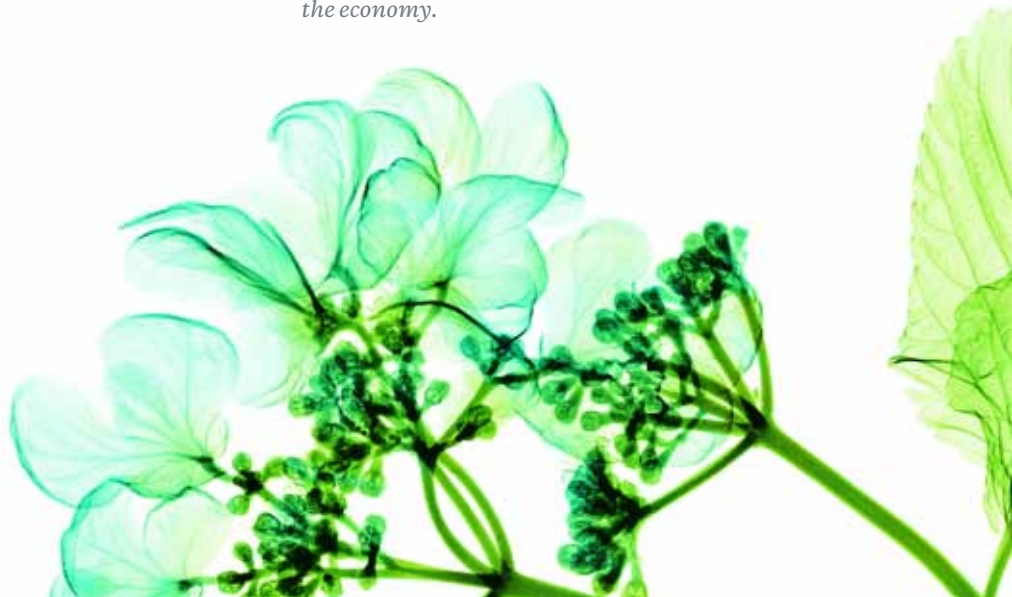
Westin Book Cadillac

*Secretary of the Treasury Timothy Geithner discussing the economy.*



Photos by Cristine Baetz of Cristine's Camera

*Over 400 supporters of Alternatives For Girls gathered to celebrate uncommon courage. The evening was emceed by Vickie Thomas.*





## STARWOOD GROUP PLANNER SUMMMER OFFER

Group planners can receive 2,500 to 100,000 Starpoints® for every 25 room nights booked June 1 through September 31, 2011 for meetings held by March 31, 2012. Additionally, planners can choose from one of three incentives:

- 2% discount off master-billed guestrooms
- Accelerated room upgrades (1/25)
- Complimentary Staff Office

Ask your Sales Manager for more details.

## GROUP HOT DATES

Elevate your meetings to a new level at The Westin Book Cadillac. Secure your function space and take advantage of the Westin Book Cadillac's world-class features plus exclusive room rates when you book over our hot dates listed below. Email [Brent Hill](mailto:Brent.Hill) or call 313-442-1622 today to learn more.

- June 16 - 26, 2011
- July 4 - 15, 25 - 30, 2011
- August 14 - 18, 22 - 31, 2011
- Based on availability. Only valid for new bookings.

## WEDDING GUESTROOMS = MORE FREE NIGHTS

Westin is a place to unwind and relax and is the perfect retreat for your overnight wedding guests, even if we do not host your actual wedding event. Allow our Wedding Specialist to set aside a group of rooms at a special rate just for your friends and family. This includes:

- Convenient event website for an easy guest room booking experience
- Wedding guests earn standard Starwood Preferred Guest® Starpoint awards for their stay
- The wedding couple earns 5,000 bonus Starpoints for every 10 guest rooms used, redeemable at more than 900 hotels and resorts worldwide.

Offer valid for room-only contracts signed by December 31, 2011. Membership in the Starwood Preferred Guest® program is required to receive Starpoints. Join for free at SPG.com. See our [website](#) for complete terms and conditions.

# UPCOMING SUMMER EVENTS



May 28-30, 2011

## *Movement: Detroit Electronic Music Festival*

The 11th annual Movement features four stages and nearly 100 performers fill the riverfront Hart Plaza with the sounds of electronic music in the birthplace of the techno sound. *details*



Courtesy: Detroit The Detroit Riverfront Conservancy

June 24-26, 2011

## *Detroit River Days Festival*

The 5th annual waterfront event features entertainment, activities and programs focusing on the river, maritime history and culture. *details*



© Vito Palmisano

June 27, 2011

## *53rd Target Fireworks*

This spectacular pyrotechnics display over the Detroit River is an annual tradition enjoyed from the banks of the international border between Detroit and Windsor, Ontario, Canada. *details*



July 8-10, 2011

## *Detroit APBA Gold Cup Regatta*

Unlimited hydroplane boats, vintage vessels and other boats bring racing excitement to the Detroit River for the 102nd running of America's oldest trophy in motor sports. *details*



© James Haefner Photography

August 20, 2011

## *Woodward Dream Cruise*

More than 40,000 vintage vehicles and a million-plus car lovers arrive ahead of the official cruise event for informal events leading up to the world's largest one-day gathering of classic cars and enthusiasts on Saturday. *details*



Courtesy: Detroit Jazz Festival, Photographer - Len Katz

September 2-5, 2011

## *Detroit Jazz Festival*

The 32nd annual event brings a wealth of talent to multiple stages on the Detroit Riverfront and at Campus Martius Park for the world's largest free jazz festival. *details*

# BOOK THE BOOK

Below is a sampling of our special offers. New offers are posted on a regular basis. Be sure to look for our Tiger Baseball package or Culture Center packages. Check out more on our Internet site: [www.bookcadillacwestin.com](http://www.bookcadillacwestin.com), or visit our [Facebook](#) page.



### AAA Hot Deal:

Your AAA Club ID is required at check to take advantage of this special offer. Rates from \$159 per night include complimentary parking. The offer is valid for stays Thursday through Saturday, now through December 31, 2011. Book online, or call 866-716-8104

and mention promo code PKA.

### Pay rates equal to your birth year

We're celebrating the year you were born. With this special offer for two night stays, you'll receive rates equal to your birth year.



- First night: \$189
- Second night: rates equal to your birth year! (If you were born in 1948, you'll receive your 2nd night at \$48)

Rates for second night stays will be confirmed at check-in upon presentation of valid ID

Call 1-866-716-8104 and reference promotion code NBR to make your reservation.

The offer is valid for any day of the week.



### Starwood Preferred Guest Offer

#### Stay Three, Getaway Free

Every three stays earns a Free Resort Night Award. It's the perfect time to escape. That's because you can earn free nights at the most fabulous resorts with our new promotion, SPG® Getaway Free.



- Stay three times from May 1 through July 31, 2011, at any of our more than 1,000 hotels and resorts across all nine brands and earn a Free Resort Night Award — with no earning limits.
- Redeem your awards at over 200 luxurious resorts seven days a week with no blackout dates through December 21, 2011.
- With your free resort nights, you can plan an unforgettable getaway. Honeymoon in Hawaii, toast an anniversary in Tahiti or surprise the kids with a sunny beach vacation in Cancun. Explore more than 200 enticing resort options.

## ATTENTION FACEBOOK FANS

Join our [Facebook](#) page and take advantage of several packages and specials. From overnight lodging to spa services, Facebook fans get special discounts.



Our Facebook page also posts Motor Bar specials and a tab for what's happening in Detroit. Get information on weddings and more.



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**THE WESTIN**  
BOOK CADILLAC  
DETROIT

The Westin Book Cadillac Detroit is a smoke-free hotel. Breathe Westin