

Signature

FALL 2003

Seafood by the Seaside



Twenty-five great years 25 lucky winners

Twenty-five is Jim Filip's lucky number.

It's been a little over 25 years since he took over Doris & Ed's and turned it into an award winning seafood restaurant. And because Filip feels so lucky, he wants to pass a little of that luck on to his customers.

"I just wanted to do something fun and special to celebrate a great 25 years," says Filip. "I couldn't have done it without my customers, so I want to share my good fortune with them."

25 lucky diners will be chosen at random to receive a dinner on the house. And to make things a little more fun, the winners won't find out until after they've received their dinner check. In other words, the next dinner you enjoy at Doris & Ed's could be absolutely free.

Doris & Ed's has been Filip's life's work. He has spent the last 25 years working hard to make it the best in the business. Along the way, Doris & Ed's has been awarded countless food and wine accolades, including the coveted James Beard Award. But the most rewarding aspect, says Filip, has been the relationships he's built with his clientele, some of which have been with him since the very beginning.

"My customers are the reason I do what I do," Filip says. "I want a few lucky customers to enjoy a free dinner on me."

By pouring his heart and soul into everything from choosing the perfect seafood to amassing a large and varied (and award-winning) wine list, Doris & Ed's has earned perhaps one of the most loyal followings in the restaurant world. Many of Doris & Ed's most loyal customers have been with Filip since the beginning. This 25th Anniversary Promotion is just his way of saying thanks for that patronage.

"It's time to say thank you, and this is a great way of doing just that," says Filip.

The promotion runs through December 30, 2003. Who knows. The next dinner you enjoy at Doris & Ed's could be on the house!

A Year "In Review"

After 25 years, here's what the critics are saying...

Along with the excitement of celebrating 25 years of business, Doris & Ed's restaurant was the focal point of 3 very important and unexpected restaurant stories.

Kicking off the year, was the restaurant feature story "Monmouth Gourmet" written by Todd Peterson, which appeared in the March Issue of *Monmouth Health & Life Magazine*. The review was entitled "Catch of the Day". Todd Petersen admits to being "intrigued by the menu's split personality". He writes "Doris & Ed's is celebrated for its wine, including more than 300 varieties, but it's really the seafood that is the star here.

Executive chef Russell Dare divides his menu into halves: "Shore Today" features contemporary selections that change weekly, while the fixed "Shore Yesterday" showcases traditional favorites like scampi, bouillabaisse, lobsters and seafood platters."

As we moved closer to the summer season, restaurant reviewer Karla Cook of *The New York Times* rolled out a Very Good review which appeared in print on Sunday, May

18th (exactly 5 days prior to the actual anniversary date of the restaurant). "A Classy Classic" "Sunsets and Seafood at Doris & Ed's. Almost All is Right with the World." Karla Cook notes that "Russell Dare, executive chef, presents current and creatively playful foods, drawing on classic and newly popular combinations. Seafood is audaciously fresh, usually impeccably prepared and appropriately presented. And side dishes sometimes come close to stealing the show."

Thirdly and most recently, NJ Monthly Magazine (August Issue) announced the winners of their 20th Annual Readers' Choice Awards. For Central New Jersey, Doris & Ed's took the "Best Seafood" Award again this year! *Thank you Garden State Diners for your continued support through the years.*



Owner Jim Filip in the dining room at Doris & Ed's.



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Seafood by the Seaside

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Your Place or Ours?

Doris & Ed's offers both on and off-premises catering for your special event planning. Over the past 25 years Doris & Ed's has earned a reputation for great food and wine—one reason why we extend our reputation to include innovative, custom-designed catering menus that will make your party spectacular.

At home or at office, our catering staff has an assortment of special services at their disposal to help you create a perfect event. Additionally, our seaside restaurant in Highlands, New Jersey

boasts an ideal outdoor location, overlooking Sandy Hook Bay and the New York skyline. This location can accommodate up to 250 guests.

You may choose from a variety of reception menus, including Holiday Buffet Party for 25, Summer Wedding for 150, Sit Down Dinner for 20 or Clambake for 100. We would be happy to assist you in selecting perfect wines to compliment your special menu.



GIVE THE GIFT OF
"Seafood by the Seaside"



DORIS & ED'S
Seafood by the Seaside

348 Shore Drive
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or by phoning us at 732-872-1565.

For more information or to begin planning your event, please contact our catering chef, Lori LaFontane at 732-872-1565.

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