## DINE WITHUS...



or have your pizza with us 5 pm-midnight 7 days a week. Bar closed on Sun. GRAND OPENING

Friday, June 28TH

You are invited to help us celebrate!!
Come & enjoy the all-new SHADOWBROOK!

NEW MENU: with delicious new items such as:
BROILED BREAST OF CHICKEN: CRABMEAT CASSEROLE:
VEAL PARMESAN; CHARBROILED STEAKS; HICKORY SMOKED BAR-B-QS

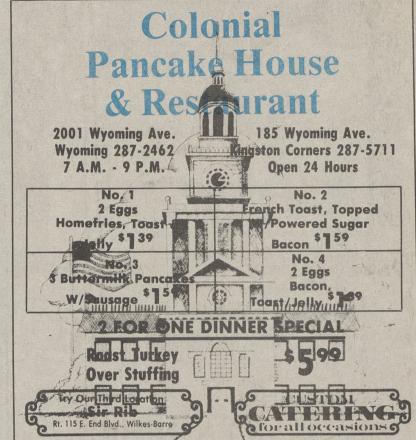
TWO NEW DINING AREAS: We have doubled our seating and we still offer the most panoramic view in Northeastern Pennsylvania.

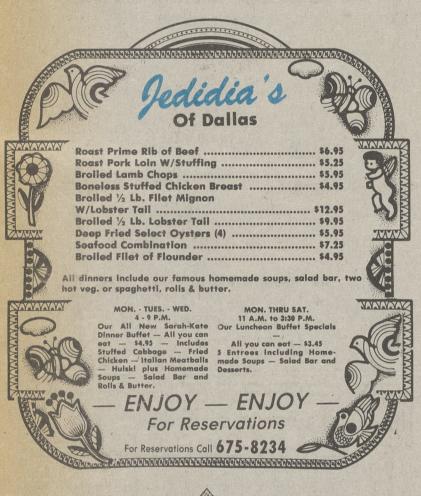
FRIDAY GRAND OPENING SPECIALS:

A FREE BEVERAGE w/any purchase of breakfast, dinner, or sandwich obouble DIP ICE CREAM CONE for PRICE OF SINGLE DIP CONE.
(available 2PM to 8PM at Take-out Window)

SPECIAL DRAWING for Friday's non-winning Lottery Tickets at 8PM.

SHADOWBROOK DAIRY BAR
ROUTE 6 east of Tunkhannock, PA. 836-5413 OPEN 6AM-12 MIDNIGHT







### Who's more vital? The chef or critic?

By TRISH HALL
The Wall Street Journal

For years, the Coach House restaurant was awarded four stars — the highest rating —

by the New York Times's food critic. Then, one Friday early last year the paper published a scathing review that found fault with nearly every aspect of the restaurant, from stale butter and erratic service to the legendary black-bean soup, "served without a hint of Madeira."

"We had 186 reservations for that night," recalls Leon Lianides, who has owned the restaurant for 35 years. "Eighty people didn't show up. They didn't even call."

In the weeks that followed, patronage at the Coach House fell about 50 percent, Mr. Liandides says, costing him more than \$300,000 in revenue. Business has since bounced back, but he believes the review was inaccurate and he is upset about the power of food critics.

"If the people follow and believe what they read, we are in trouble," he says. "Is the food critic more important than the chef? More important than the owner? The answer, because of the mentality of the people, is yes."

Critics can indeed affect the fates of restaurants, particularly in cities like New York, San Francisco and Chicago, where keeping up with the restaurant scene is a major preoccupation of many affluent professionals.

"Years ago, a movie would open and everyone would be talking about it," says Stan Sesser, who reviews restaurants for the San Francisco Chronicle. "Now, you find the exact same phenomenon with restaurants."

As interest in food has intensified, critics have proliferated. A few years ago, the Los Angeles Times ran about one review each week. Now it publishes three a week, as well as several columns and features on restaurants. New York's biggest paper, the Daily News, is thinking of expanding its restaurant coverage soon because of reader interest. The paper will stick to food writers, though. Arthur Schwartz, the food editor, says he recently had to abandon a three-month experiment, called "Real People Eat Out," in which nonprofessionals wrote reviews. "Everybody became Hitler when they got the pen in hand," he says.

Positive reviews in influential publications nearly always produce a flood of customers. At Sabor, a small Cuban restaurant in New York's Greenwich Village, a two-star, or "very good," rating from the Times immediately tripled business. "The phone started ringing at 9 and didn't stop. I was tearing my hair out," says Gail Wehage Lewis, one of the owners. She finally dashed into a nearby store and found someone who would work temporarily answering the phone.

Conversely, negative reviews can really hurt. The downtown Los Angeles branch of Perino's lost \$125,000 in banquet bookings after a Los Angeles Times review. It has since closed. "If you're a secretary booking a banquet," says Frank Esgro, Perino's president, "you don't want to take a chance."

Restaurateurs have different responses to negative reviews. Richard Melman, a Chicago restaurant owner, says he sometimes tries to improve a dish that has been singled out for criticism. "I've gone back and said we need to pay more attention to it," he says. Other restaurants buy a big ad in the offending publication, quoting other, presumably wiser, reviewers.

Restaurateur Nicholas Nickolas once went to the home of a critic looking for a fight. "I didn't care if the guy was 9 foot 9," Mr. Nickolas says. "He was messing with my life." When the critic turned out to be a woman, he settled for kicking the door. "Someday I'm going to go to jail for killing a critic," says Mr. Mickolas, whose Nick's Fish Market in Chicago takes in about \$5 million a year.

(See CRITICS, page 17)

# DOWNEND'S TOWN HOUSE Where Dallas Meets

31 Lake St., Dallas, Penna. 675-5719

Open: 6:00 A.M. - 7 P.M. Mon.-Sat. Sun. 5:30 A.M. - 2 P.M.

#### 

Bacon
2 Eggs
Homefries

Mon. - Fri. 11 - 2 PM

SUPER SUNDAY
BREAKFAST BUFFET

with Fresh Fruit Bar

Bacon, Sausage, Home Fries French Toast, 'OMELETS' Cooked to order by the fat man in the funny hat. \$3.25

8 AM to 2 PM

8 AM to 2 PM



Toast

\$1.25

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BUFFET LUNCH Every Wed., Thurs. & Friday

11-2 P.M.
SOUP, SALAD BAR, HOT BAR Featuring MEATS,
FISH, ETC. & COFFEE OR TEA

\$3.50 Inc. Tax



### DINNER HOUR Tues.-Sat. 5:30-10:30 Sun. 2-8 P.M.

COMPLETE MENU INCLUDING STEAKS, SEAFOOD, ETC. WITH SALAD BAR

SPECIAL

EVERY TUESDAY & WEDNESDAY ONLY
SALAD, SOUP, ALL THE BARBECUED RIBS & CHICKEN
YOU CAN EAT

\$6.95

Reservations

Recommended



Hours: Tues. thru Sat. 5 P.M. to 10 P.M.

#### **BREAKFAST SPECIAL**

2 Eggs. Home Fries, Bacon & Toast

\$1.39

#### DAILY LUNCH SPECIALS

Thomas Hartley and Megan Claire Pickett invite you to come in and enjoy their daddy's breakfast and lunch specials.

DAILY DINNER SPECIALS



#### 5.95 Mix & Match

Sauces: Red or White Clam, Alfredo, Besianella, Meatballs, Sausage, Meat Sauce & Pesto. PASTA SELECTION: Homemade Whole Wheat Spaghetti, Linguine, Green Spinach Linguine & Reg. Spaghetti

#### 17.95 SPECIALS

Meat Ravioli • Cheese
• Ravioli • Manicotti
• Canneloni, w/ Red Tomato
Sauce or Alfredo

#### This Week's Features

Scallops Alla Marche — Large tender, plump scallops stuffed w/a blend of spinach and cointreau and topped w/mornay sauce w/feta cheese.

Veal Saltimbocca — Sauteed provimi veal w/prosciutto, mushrooms, and pan juices on a bed of spinach w/a white wine

LIVE Entertainment Every Fri., Sat. & Sun. — Featuring "Terry Malta"

Cross Valley to Plains, North on Main to "Downtown" Hilldale

VISA

7 Farrell Street **825-4299** 



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