

## THE MARKET STREET MEATLOAF STORY

72 Market Street was a restaurant in Venice Beach, California, a hot spot for celebrities, co-owned by celebrities: actor Dudley Moore and actor/producer Tony Bill. The story goes that when owner Tony Bill asked chef Leonard Schwartz to put meatloaf on the menu, Schwartz rolled his eyes and said meatloaf is boring. But he then decided to take on the challenge of changing that.

He succeeded beyond his wildest dreams. Lenny's meatloaf, as it was nicknamed, became a phenomenon in the food world. When diners raved, newspapers, magazines and TV shows caught on and came out to share the news of this amazing new meatloaf.

Vogue magazine called it "The Ultimate Meatloaf," Good Morning America flew chef Schwartz to New York to cook it live on national television. Craig Claiborne, New York Times food editor and restaurant critic, flew to California to sample the extraordinary meatloaf and then shared the recipe in the food section of The New York Times magazine. Gourmet Magazine dubbed Lenny "The Mozart of Meatloaf."

### **WHAT MAKES THIS MEATLOAF RECIPE SO GOOD?**

When Chef Schwartz was interviewed about why his meatloaf tastes so good, he pointed to his selection of

meats, the way he precooked the vegetables and the spices he chose.

- **THE MEAT** - Market Street Meatloaf uses a combination of ground beef and pork sausage. Sausage, with its delicious seasonings and good proportion of fat, brings lots of great flavor to this meatloaf. In addition, the sausage fat melts into the meatloaf as it bakes, basting it and keeping it tender and juicy.
- **THE VEGETABLES** - While most classic meatloaf recipes use raw chopped onions as the sole vegetable component, this meatloaf recipe uses 6 different vegetables: red and green peppers, onions, scallions, carrots, celery and garlic. And they don't go into the meatloaf mixture raw. They are finely chopped and sautéed in butter to bring out their best and sweetest flavors.
- **THE SPICES** - Most classic meatloaf recipes are seasoned with salt, pepper and Worcestershire sauce - a decent way to intensify the natural meaty flavor of meat but, in my opinion, nothing to write home about. This meatloaf goes outside the box with three different types of pepper - black, white and cayenne, nutmeg, cumin, and salt, with cumin predominating. The result is bright, vibrant flavors with a spicy kick - the perfect kind of seasoning for this rich meaty loaf.