



# Heidi's Minneapolis

## Media Kit

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Heidi or Stewart Woodman: 612.354.3512 | [info@heidismpls.com](mailto:info@heidismpls.com)  
Website: [www.heidismpls.com](http://www.heidismpls.com)  
Stewart's Food Blog: [www.shefzilla.com](http://www.shefzilla.com)



# About Heidi's

Nestled on 50th street in south Minneapolis, Heidi's is where chef Stewart Woodman performs his magic, creating food that is both affordable and exquisite, speaking to each diner in his own unique language of food.

Heidi's Minneapolis is an escape from the platitudes of restaurant dining. The atmosphere is part Montreal bistro (from where the chef hails) and part Scandinavian simplicity. Soft-spoken and cool, Mr. Frank Thorpe leads the wait staff to provide service both professional and polished. The restaurant's namesake, Heidi Woodman, creates complex and unpretentious pastries, and designs a wine list paired intimately with the food.

It is a restaurant that captivates critics and diners alike for food and service that both satisfies and astonishes, and always makes memories.



## Just the Facts

**Address:** 819 50th Street, Minneapolis, MN 55419

**Phone:** 612.354.3512

**Website:** [www.heidismpls.com](http://www.heidismpls.com)

**Hours:** Heidi's Minneapolis opens at 5:00 pm Tuesday through Sunday. Closed Mondays.

**Management:** Chef: Stewart Woodman; Maitre'd: Frank Thorpe; Pastry Chef: Heidi Woodman

**Cuisine:** Stewart Woodman's signature and continuously evolving style.

**Prices:** Entrees under \$20. All appetizers under \$10.

**Reservations:** Suggested. Call 612.354.3512 or reserve a table online at [www.heidismpls.com](http://www.heidismpls.com).

**Private Parties and Groups:** Welcome! We have "the Blue Room" set aside for groups of up to 24 people, available for private parties, wine tastings, grooms' dinners, and the like. The chef's table is available by reservation for parties up to eight people.



# About the Chef

Stewart Woodman's career spans over two decades. It began when he was fourteen years old, flipping burgers in Dorval, Montreal. It took him to some of the finer kitchens in Banff, Vancouver, New York City, Lima, Monaco, Paris, and now Minneapolis.

Born in Pennsylvania and raised in Montreal by a potter/sculptor mother and a mathematician father, Stewart Woodman has the rare gift of understanding the juxtaposition between form and function. He is known for a technical ability and creative sensibility that is defining an original and wholly unique language of food. Iconoclastic and bold, he is at once a classicalist and a modernist. Woodman understands and deftly combines flavors with stunning results.

Woodman trained under some of the most celebrated chefs in the world: Alain Ducasse, Jean George, Eric Ripert, Gray Kunz and Michael Romano. Stewart met his future wife, Heidi Lerman, in New York, and the couple moved to Minneapolis in 2002. Stewart made his mark in the Twin Cities as the opening chef at *Restaurant Levain* and *Five Restaurant & Street Lounge*. In 2006, *Food & Wine* named Stewart as one America's 10 "Best New Chefs," because "after his training at top restaurants from Vancouver to Manhattan, he's serving flawless modern-American food in Minneapolis."



Stewart and Heidi Woodman opened *Heidi's Minneapolis* in October 2007 with partner and maitre'd Frank Thorpe, where Stewart is the head chef and Heidi is the pastry chef. At *Heidi's*, Stewart continues his "ingredient forward" philosophy. "It's all about putting together ingredients in new ways to create a dish that's tastes like something you've never tried before," he says.

Stewart Woodman is an artist who is dedicated to enriching, evolving and honoring the beauty in every dish, for every guest.

## Stewart Woodman: The Facts

### Experience

The William Tell, Vancouver  
Union Square Cafe, New York City  
Lespinasse, New York City  
Le Bernardin, New York City  
Alain Ducasse at the Essex House, New York City  
Jean Georges, New York City  
Restaurant Levain, Minneapolis  
Five Restaurant and Street Lounge, Minneapolis  
Heidi's Minneapolis, Minneapolis

### Born

Bellafonte, Penn., 1969

### Education

SAIT Polytechnic, Alberta, Canada

### Honors and Awards

*Food & Wine* "Best New Chef", 2006  
Semifinalist, Best Chef: Midwest, James Beard Foundation Awards, 2009

### Family

Wife, Heidi; sons Isaac and Aaron

# The Menu

(April 2009)

## Appetizers

Beet salad with yuzu,  
endive, cucumber and soy caramel dressing 7.25

Spinach salad Napoleon with ramp vinaigrette,  
finished with shaved foie gras 9.95

Carrot stuffed ravioli with fennel in sweet basil cream  
9.75

P.P. soup — prawn broth with braised pork belly, napa  
cabbage and cilantro 6.50

Rhode Island diver scallops in a bacon fumet, Dijon  
sauce 9.75

Chopped liver on rye croutons with crispy shallots  
7.00

## Sides

creamed spinach with garlic 5.50

cauliflower fritters with cheddar sauce 6.50

mixed greens with acai vinaigrette and crispy  
yams 5.50

pappardelle with black truffles 9.50

Organic extra virgin olive oil from world-renowned  
olive oil producer Armando Manni  
4.00 per half ounce  
“per me” or “per me figlio”

## Chef's Table

Chef's kitchen table - parties of 2-8, with an advanced  
reservation

Tasting menus available, please inquire

## Entrees

Sautéed Australian sea bass, parsley purée,  
parsnips and creamy mussel foam 19.50

Steamed Scottish salmon, blue crab stuffing,  
passion fruit, and sage 19.00

Pan seared trout with a five spice rub,  
caramelized red onions, and red wine 19.00

Seared chicken breast wrapped in bacon,  
cauliflower scented couscous and spicy kimchee  
beurre blanc 16.25

Anise scented lamb shank, braised tender to the  
bone, served on a wild rice salad 18.00

Roasted petite filet of beef tenderloin, with a  
sherry mushroom sauce, asparagus, and  
pomme comfit 19.95

Hand rolled trofiette pasta with celery pesto,  
roasted poblanos, and in-house pulled  
mozzarella  
16.50

Shefzilla's  
Surprise...  
Market Price



# What They're Saying

*"Where else can you have a meal cooked by a nationally esteemed chef at a place where nothing on the menu costs more than \$20?...It's, well, the best."*

- CityPages, Best Restaurant (Minneapolis) 2009 [\(link\)](#)

*"What happens when a bigwig chef—one who cooked in some of New York City's best restaurants, one who graced the cover of Food & Wine's Best New Chefs issue—scales back? Wonderful, wonderful things, that's what."*

- Rachel Hutton, City Pages [\(link\)](#)

*"I eat his food, period. And I feel fortunate when I do, because, trust me, Woodman possesses a prodigious culinary talent."*

- Rick Nelson, StarTribune [\(link\)](#)

*"From the haute-homey menu to the quirky wine list, everything about this romantic and affordable 48-seat restaurant feels perfect and personal."*

- Travel & Leisure, "50 Best New Restaurants, 2009" [\(link\)](#)

*"After years of serving foie gras torchon and 11-course tasting menus, chef Stewart Woodman has scaled back. His new neighborhood spot feels like a master chef's home dinner party."*

- Conde Nast Traveler Hot List 2008 [\(link\)](#)

*"For in the best cases, people at Heidi's are really experiencing art—if they order the warm fingerling potato appetizer (\$9), for instance. Here, Woodman dresses a handful of warm potatoes poached in a black-peppercorn broth with a Dijon vinaigrette enhanced with a tiny dice of cornichon pickles, lines up the potatoes on a bed of warm creamed leeks with melted raclette cheese, and scatters crispy bits of browned leek over the whole thing. Jumping Jehosaphat, that's a potato salad."*

- Dara Moskowitz-Grumdahl, City Pages [\(link\)](#)

*"The third time around for acclaimed chef Stewart Woodman seems well on its way to being the charm...Woodman seems very much in his element: Dish after dish pleased with elegant simplicity."*

- Peter Lilienthal, Minneapolis-St. Paul [\(link\)](#)

*"The real test of a chef's talent isn't what they can do with foie gras or fresh black truffles...[it is] what you can do with more mundane ingredients like beets, brussel sprouts and beef short ribs. By that standard, Stuart Woodman's work at Heidi's (named after his wife and co-chef) is impressive."*

- Jeremy Iggers, Secrets of the City [\(link\)](#)



[From \*Minnesota Monthly\*, February 2008](#)

## The God of Small Things

With Heidi's, Stewart Woodman and his wife scale back their ambitions—and take a leap forward in the process

BY RACHEL HUTTON



PHOTO BY TERRY BRENNAN

HEIDI'S is one of the most romantic restaurants in the city. Its space, once the home of Pane Vino Dolce, is divided into two narrow rooms—one with mottled peach paint and an ornate molded ceiling, the other with cerulean walls and white wainscoting—which makes it feel sophisticated, cozy, and vaguely European. There are no televisions or barstools, no pull-tabs or darts, which was why, on a recent night, I was startled to see a neighboring diner pump his fist with excitement when his waiter delivered a plate of scallops. But there was reason to cheer: The Woodmans are back.

Stewart Woodman and his wife, Heidi, came to the Twin Cities from New York in 2002 with resumés that read like a foodie's Who's Who, including gigs with the world-famous Alain Ducasse and Jean-Georges Vongerichten. Stewart took a job at Restaurant Levain, with Heidi serving as one of his sous-chefs. During the couple's yearlong stint, reviews were mixed: Some of the fare was dish-of-the-year delightful, but there were gaps in quality and service that detracted from the overall experience. After leaving Levain, the Woodmans launched their own restaurant, Five, with the help of a small group of investors. A lengthy and expensive renovation turned a former

Uptown police station into a formal dining room, bistro, and funky bar. But with the Woodmans juggling multiple menus and shouldering a larger management role, Five only amplified the highs and lows of Levain: There were fabulous dishes, but again, disappointments. Within a year, the Woodmans were fired and the restaurant soon closed, likely before they'd sold enough coffee for investors to recoup their outlay for the \$7,000 espresso machine.

Stewart had experienced the career trajectory of a lifetime in just two decades: Wunderkind working in high-profile kitchens receives national Best New Chef award, launches his own big-league restaurant...which, shortly thereafter, implodes. The couple's new venture, then, is a comeback of sorts. It feels like the work of someone who has been everywhere and done everything—and then decided to walk away from all that and focus on simpler things. At Heidi's, the food feels not about showing off or achieving status, but about strengthening relationships and making emotional connections. Though Stewart and Heidi are just 38 and 35, respectively, their new restaurant feels like the work of a master chef who came out of retirement to open a little neighborhood place, just for the joy of cooking.

[From \*Minnesota Monthly\*, February 2008](#) (cont)



PHOTO BY TERRY BRENNAN

It seems fitting, then, that the seeds for Heidi's were planted last Valentine's Day, when the Woodmans dined at Pane Vino Dolce and started talking shop with Frank Thorpe, the maitre d'. From that conversation, a partnership was born. Thorpe—tall, dark-haired, and thin as a baguette, the rare man who can accessorize a tight-fitting suit with a scarf and a newsboy cap—now slips between Heidi's two dining rooms answering the phone, helping guests with their coats, or propping up the leg of a wobbly table. Thorpe's constancy, along with Heidi's (she bops around, checking in with guests), are part of what gives the place a much better sense of community than Five or Levain ever did. Heidi's may be less ambitious than the Woodmans' prior projects, but the tradeoff is that it's more approachable, affordable, and consistent.

When one of the state's best chefs is cooking at a restaurant where the entrées are priced less than \$20, you know that formal fine-dining is on the skids. Grandeur is being replaced by gastropubs, where flip-flop clad patrons sit at paper-topped tables and chefs trained in high-end kitchens put a gourmet spin on such old-time, homespun favorites as burgers, roast chicken, and butterscotch pudding. Substance

over style is a welcome trend—until the fare starts to seem too safe, too simple, and diners start to think, “I could do that.”

The menu at Heidi's, thankfully, is rooted in traditional cooking, yet sprinkled with innovative touches that make it feel cutting-edge. Thoughtful doesn't have to mean complicated: Dishes as basic as butternut-squash soup are made interesting with the addition of lemon and sage. A salad of an entire head of butter lettuce is presented like a bridesmaid's bouquet and laced with crisp bits of roasted and fried yam and a bright dressing made with berries from a South American palm tree. Though most of the ingredients aren't that unusual, the compositions clearly require expertise. These are dishes created by a chef with the chops to take the dish further—but the maturity to know he doesn't need to.

One of those exemplary plates is the braised short ribs, a riff on Asian barbecue. Stewart could have satisfied cold-weather cravings with a basic pot roast, but instead complements the succulent meat with bok choy and sesame spaetzle. It's a pairing nature never intended, but it works, and after just a few bites I felt fortified for the depths of winter. On the lighter side, I loved the steamed halibut, which was bathed in a delicate white-wine-and-citrus broth with kale, artichoke, and fingerling potatoes.

But my personal fist-pumping dish would have to be the turnip ravioli, sauced with brown butter and paired with blanched baby pea shoots. Yes, turnips, perhaps the unsexiest ingredient in the entire world. Stewart is unafraid to feature underdogs—beets, kale, Swiss chard, and Brussels sprouts—and coach them into winners, as if potatoes and asparagus would be too easy. The fresh pasta pats were creamy and slightly bitter, and perfectly balanced by a generous splash of caramelized fat and the grassy freshness of the greens.

In contrast to the homey entrées, the appetizers are much more playful. A crab spring roll is highlighted by a scattering of



[From \*Minnesota Monthly\*, February 2008](#) (cont)

bright red bubbles dubbed “jalapeño caviar”—faux fish roe created by a chemistry experiment involving juiced peppers, eyedroppers, and solutions. It’s refreshing to see molecular gastronomy techniques used for subtle flavor enhancing, and not just shock value. Save that for the beet sorbet, a component of a salad made with discs of beet, caramelized fennel,

Brussels sprouts, and shallots—tied together with hints of juniper and Armando Manni’s olive oil, thought to be the best and rarest in the world.

Stewart puts a highbrow spin on fare from bars and seafood shacks. The chicken lollipops are humble wings prepared as a dainty bite of meat on a bone, paired with apricot, truffles, and biting frisée. The cheekiest dish is the Buffalo shrimp, a classy contrast to the typical spicy wings sometimes served in beer pitchers. The plump shrimp are skewered, coated with blue cheese and spicy panko bread crumbs, and served with a side of celery foam.

Heidi’s faults—and there aren’t many—lie in overseasoning and underservice. The chicken lollipops, for example, were too salty; the hot sauce on the Buffalo shrimp overwhelmed the seafood as did an acidic marinated eggplant in a seared-ahi-tuna appetizer. Service, though, was a bigger issue. The basics were covered—warm greetings, full water glasses, plates delivered as ordered—yet the process felt uncomfortable, whether due to servers’ lack of confidence or familiarity with the menu. Navigating the wine list was the biggest challenge: Every time I asked for a recommendation, servers turned to their cheat sheets. In one case, three Pinot Noirs were differentiated thusly: The least expensive was “good,” the mid-priced “a step up,” and the most expensive “excellent.” It was little more information than what we’d already surmised—though our servers’ subsequent offer to let us taste the wines did remedy the situation. Service may not be the most important part of a meal, but extraordinary food can be diminished by presentation that lacks polish much like a painting hung in an unsuitable frame.

In any case, Minneapolis is now a city where you can have a Best New Chef fuss over your food at the molecular level, sample the world’s most expensive olive oil, and supplement your entrée with a glass of wine and a dessert (might I suggest the implausibly rich drinking chocolate) for around \$40 a person. The truest indicator of this restaurant’s success is that as soon as I finished this review, I made another reservation.

# # #



# News Releases

## Stewart Woodman Opens New Restaurant in Southwest Minneapolis

[\*Heidi's Minneapolis\*](#) is a neighborhood restaurant promising modern French cuisine.

MINNEAPOLIS (October 24, 2007) – Chef Stewart Woodman and his wife Heidi have opened their long-awaited new restaurant, [\*Heidi's Minneapolis\*](#), at 819 West 50<sup>th</sup> Street in Southwest Minneapolis' Lynnhurst neighborhood.

*Heidi's Minneapolis* takes the over location of the former *Pane Vino Dolce* restaurant on 50<sup>th</sup> Street and Bryant Avenue, two blocks south of Lyndale. In *Heidi's Minneapolis*, the Woodmans have created a stylish neighborhood restaurant that welcomes local residents and families while pushing the envelope with familiar foods made extraordinary.

Named in 2006 by [\*Food & Wine\*](#) as one America's 10 "Best New Chefs," Stewart Woodman made his mark in the Twin Cities at *Restaurant Levain* and *Five Restaurant & Street Lounge*. Woodman has become known for unique variations on classic preparations, creating what *Food & Wine* described as "flawless modern-American food."

At *Heidi's Minneapolis*, Stewart Woodman continues his "ingredient forward" philosophy. "There's nothing new in a seared Ahi tuna," Stewart says. "It's all about putting together ingredients in new ways to create a dish that's tastes like something you've never tried before."

Stewart's unique use of ingredients has gained him international recognition. [Armando Manni](#), the premier olive oil producer of Tuscany, has chosen Stewart as one of 12 chefs in the United States that he will supply with his Manni's extra virgin olive oil. Mr. Manni also supplies his olive oil to chefs Charlie Trotter, Thomas Keller and Danielle Bouloud, among others. Stewart will feature Manni olive oil at *Heidi's Minneapolis* on Beet Variation #13, and the vegetarian Pappardelle "Bolognese."

The Woodmans describe *Heidi's Minneapolis* as a contradiction of sorts – welcoming and stylish, high-end and casual. "We have white table cloths and butcher paper, a terrific wine list, a kids menu and prices that make it easy to take a chance and try something new," Stewart says.

"We're food lovers and we're parents. We wanted to make the kind of restaurant where we could bring our own kids, with exceptional food that delivers the unexpected," says Heidi Woodman, whose job description spans, as Stewart says, "the front of the house, the kitchen, the business of making everything perfect."

Local residents will find a familiar face at the door: Frank Thorpe, maître d' of *Pane Vino Dolce* and bass player for the local band "LikeHell," is joining Heidi and Stewart Woodman to run the front of the house at *Heidi's Minneapolis*.

Reservations are accepted but are by no means required. Most tables will be available for open seating. "We want the neighborhood to know it's okay to just drop in," Heidi says.

# # #



## Condé Nast Traveler Adds Heidi's Minneapolis to Global "Hot List"

*Annual Hot List issue chooses the "hottest new hotels, restaurants, spas and clubs around the globe"; Heidi's is the only Minnesota restaurant to make the list*

MINNEAPOLIS (April 22, 2008) – *Heidi's Minneapolis* has gone global. Heidi and Stewart Woodman's restaurant in south Minneapolis was selected to Condé Nast Traveler's annual "Hot List" guide to the "world's most exciting new establishments destined to become instant classics." The Hot List is featured in the May issue of *Condé Nast Traveler* on newsstands and at [www.cntraveler.com/hotlist](http://www.cntraveler.com/hotlist).

To develop the list, Condé Nast Traveler editors checked out hundreds of properties around the globe in anonymous reviews, rigorously evaluating each one on a standard set of criteria.

The review describes Heidi's Minneapolis feeling "like a master chef's home dinner party," and says that, "The seasonally changing menu is as interesting as it is accessible, the creation of a chef with the chops to take dishes further but the maturity to know when it is better not to."

*Heidi's Minneapolis* opened in October of last year as a stylish neighborhood restaurant that welcomes local residents while pushing the envelope with familiar foods made extraordinary. The combination of chef Stewart Woodman's dishes and Heidi Woodman's desserts, hosted with charm by co-owner and maître d' Frank Thorpe has helped the restaurant quickly build an avid local following.

Heidi Woodman sees this recognition as the result of attention to food, atmosphere, service...and something else. "We've tried to create an experience where the atmosphere, the service and the food all work together. Everything we do here is intangible. There isn't a standard formula – the restaurant has to reach people on an emotional level, and create a craving," Heidi says.

Chef Stewart Woodman believes that *Heidi's Minneapolis* could carve out a unique place for itself anywhere in the world. "With the food we're looking to create dishes and ideas that are complete, interesting, unique, and ultimately, satisfying -- the kind of food experience that creates a memory," Stewart says.

# # #



## **Chef's Table Opens at Heidi's Minneapolis**

*An extraordinary private dining experience with Chef Stewart Woodman at the acclaimed south Minneapolis restaurant*

MINNEAPOLIS (January 13, 2009) – *Heidi's Minneapolis* now offers a chef's table – a new private dining venue at the acclaimed Minneapolis restaurant.

The chef's table at Heidi's promises to be an extraordinary dining experience for food lovers. Chef Stewart Woodman will prepare a unique tasting menu for up to eight guests. The chef's table, just off the kitchen, lets diners interact with chef Stewart Woodman as he demonstrates how he expresses his art in food.

"Stewart has a unique language with food," says Heidi Woodman, pastry chef and namesake of *Heidi's Minneapolis*. "Our chef's table will give diners a more intimate understanding of that language, and a dining experience they will remember for a long time."

*Heidi's Minneapolis* hasn't rested since its successful debut just over one year ago. The menu includes a number of new items, including rabbit ravioli, beet yuzu, caramel soy salad, shaved foie gras salad with mache and tomatillo jam, filet "Caesar", and steamed salmon with crab; diners also can choose a tasting menu in the dining room.

The chef's table is available by reservation only; contact Frank Thorpe at 612.354.3512. The chef will prepare a personalized menu for each party. Dining room reservations can be made at 612.354.3512, or online at [www.heidismpls.com](http://www.heidismpls.com).

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