

Valentine's Day is the quintessential date night for all generations.

However, the Baby Boomer and the X & Y generations come to the table with different expectations on how to celebrate Valentine's Day. They have different preferences, and a different frame of reference on everything from music to cocktails. For example, the 50+ generation considers a true martini to be either a classic gin or vodka martini, dirty, and chock full of olives. When X's and Y's order martinis, they consider more trendy martinis like the Green Appletini with brightly colored sour liquors and a fruit garnish, or a White Mochatini with coffee flavorings and chocolate shavings. Most X and Y's have never had a real gin martini, and most Boomers are surprised when the martinis are served with liquors including rum and champagne. So, in order for restaurant owners to attract diners through the ages, it's important to take a look at what makes the perfect Valentine's Day dining experience for both demographics.

used in the production of testosterone in both men and women) to elevate his sexual prowess.

Erotic finger foods such as pitted olives, peel-and eat shrimp, and clams on a half-shell require us to eat with our hands in a slow sensual way, paying attention to the way the food makes us feel. Vitamin-packed vibrant and tangy berries, cherries, pomegranates and papayas provide a sweet happy ending to any romantic interlude.

Here are some easy ingredients you can use to spice up your Valentine's Day specials this year.

1. Chili peppers - Heat it up and get a warm flush with chili peppers that trigger natural feel-good endorphins.
2. Chocolate - heart healthy in many ways. Flavonoids fight disease, and antioxidants prevent some of the risk factors associated with heart attacks and strokes. Chocolate is also rich in an amino acid called phenyl ethylamine, the "love chemical" that serves as a natural anti-depressant.
3. Figs - A symbol of fertility and reproduction, a beautiful shape, and

Valentine's Day Dining Preferences, Through the Ages

By Skye Macbroom

50+ Diners

Menu Design	Vivaldi Font (Traditional script with large font for tired eyes)
Tablescape	Traditional Red Roses in a crystal vase with a satin ribbon
Linens	Lacy Tablecloths
Dishes	Fine Bone China with gold trim
Wine Glasses	Fluted Stemware
Music	Pavarotti's Ave Maria
Cocktails for Him/Her	Sidecars and Gin Martinis
Meals	Classic Dinner Specials like Surf-n-Turf
Service Style	"What is the lady ordering tonight?"
Check Please!	Give the check to the gentleman
After Party	Jazz trio during dessert

X's and whY's Generation

Neuropol font (Very mod)
Bright pink Gerber daisies in a square vase with glass pebbles
Linens, what linens?
Geometric square shaped plates
Stem-free wine tumblers (i.e. Riedel O)
Beyonce's new version of Ave Maria
Mojitos and Flirtinis
Fusion Dishes like Thai Beef Tapas With Lobster Bits
"Ugh, I just got Ma'amed by the waitress!"
Give the check to the gentleman. (But don't be surprised if they ask to split the bill on two credit cards.)
Swanky martini lounge after hours



Dr. Dorree Lynn is the founder of www.FiftyAndFurthermore.com. As a psychologist, and sexpert on relationships and intimacy for AARP TV, she frequently advises on how to appeal to the 50+ generation. "We Baby Boomers appreciate quality, thoughtful, old world service. We like to take our time, savor, and enjoy a meal in a quiet romantic restaurant. We like soft music (emphasis on soft), beautiful table linens (no scratchy napkins please), and menus with large fonts so that we can actually read the specials," she explains.

St. Valentine's Aphrodisiac Menu Offerings

Both generations appreciate menu items with heart-friendly ingredients that are as good for your health as they are for your libido. Since the beginning of time, sages have understood the erotic power of food. Romans fed their beloved with tantalizing and tempting grapes. Montezuma drank dozens of cups of a chocolaty beverage every day to keep up his sexual strength. Hippocrates prescribed honey (rich in antioxidants) to boost desire, and Casanova devoured oysters (high in zinc, a mineral

fig-leave-adorned Romans, need I say more?)

4. Garlic - An antioxidant, but beware of the dreaded garlic breath, not so much of an aphrodisiac unless both partners consume.
5. Pine Nuts - Rich in zinc like oysters are. (No wonder why Italians are known as a passionate culture. It seems like they have the corner on serving up all of these love potions.)
6. Tomato - This "love apple" is known for being a libido enhancer packed with lycopene.

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Be MINE



Romance Through The Ages

By Anna Deeds

When it comes to Valentine's Day X and Y-ers are looking for something a little more upbeat and contemporary. Younger diners are tricky. They expect the same quality and class as older diners, but at the first sign of stuffiness they'll be running for the door. Here are a few do's and don't's to help you appeal to the X and Y crowd this Valentine's Day.

Atmosphere:

Keep it simple

As much as we like to think that we're sophisticated, upscale restaurants oftentimes scare us. If we look at your menu and can't pronounce a word, or our waiter acts like they could be our father, we're going to feel uncomfortable. On a day as special as Valentine's Day it's important to put your customers at ease. Try writing out detailed descriptions of dishes in the menu as opposed to simply stating their names. When it comes to training your staff, advise them to use their best judgment when it comes to addressing diners. If they look old enough to not card them when purchasing them alcohol, "Sir" and "Madame" are okay. If you'd card them, avoid these phrases at all cost.

When it comes to décor, two words come to mind: simple and refined. Dim, romantic lighting, minimalist centerpieces, and fresh

new music are a few things younger diners crave. You don't need to be an expert to put together a Valentine's Day play list. Just ask a younger employee to put together a mix, and then run it by the rest of your staff before playing it.

Updating your bar is another way to modernize your restaurant for the big day. Do a little research on unique new cocktails or

have your bartenders come up with their own. Also – stock up on chocolate friendly brews to pair with Valentine's deserts. Fruit beers pair naturally with chocolate, as do sweeter stouts.

Help us be creative

Here's an interesting request I received from Ash-

ton Perry, a twenty-year old from Greenville, South Carolina. According to Ashton, many of her friends like to make alternative dinner plans on Valentine's Day as opposed to dining in a restaurant. Picnics, movies, or sitting next to a roaring fire are all unique places to share a romantic meal. "It would be great if restaurants that are typically only dine-in would expand their menu to take-out," says Ashton. "That way couples could enjoy upscale dining and show a little creativity too."

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