

# DAILY CAMERA

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## BUSINESS

### Flagstaff House Web site puts its delicacies online

#### Restaurant starts Web site to sell gourmet-to-go

By Tiffany R. Horne, For the Camera  
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The Flagstaff House Restaurant has taken gourmet to the Internet, selling everything from buffalo brioche with foie gras to a bronze rabbit butler on its Web site.

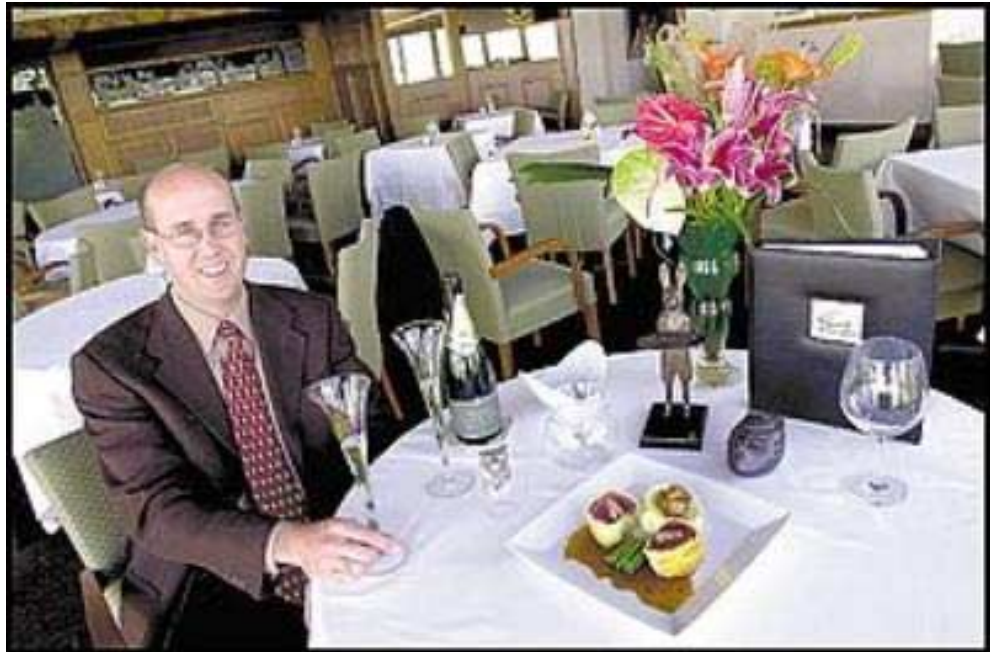
Customers can order food items online from the restaurant's menu, which are prepared by Executive Chef Mark Monette, then packed on ice, sealed and delivered overnight. The Monette family, who owns Flagstaff House, also decided to sell the restaurant's wine list, glassware, china and other eye candy customers' orders are served on.

The Web site ([www.shopflagstaffhouse.com](http://www.shopflagstaffhouse.com)), launched last month, is designed so customers can go online and order quail, Colorado rack of lamb and other dishes served at the Flagstaff House. Within a day or two of placing the online orders, customers receive a fresh product with a recipe and detailed instructions, which is delivered by FedEx to their doorsteps, Mark said.

"Right now I'm developing the site so that people can buy fresh pre-made lobster in bags that are airtight and shipped so it'll be clean," Mark said. "All you have to do is poach it in water with some butter, pull it out, and it's ready to eat."

The site also is offering 70 items used to serve customers at Flagstaff House such as Bohemia crystal, Chinese clay teapots, German champagne flutes and sugar trays.

Many of the specialty items are collected overseas by Don Monette, who bought the Flagstaff House in 1971, and is a partner with his sons Mark and Scott



Monette, who is also the restaurant's manager.

"The reason we came up with this is because people wanted to buy things they'd seen in the restaurant. They wanted to buy memories," Scott said.

The glassware ranges in price from \$3 for crystal glasses to several hundred dollars for specialty items. Since the Monettes buy their glassware in bulk, they are able to sell them on the restaurant's Web site for reasonably low costs, Scott said. The food is also being sold at slightly lower than the menu price.

"We don't have a retail store to pay rent on," Scott said. "We have the product in house already, so we're not carrying extra costs to hold extra products."

Another way the Flagstaff House is opening new revenue outlets is through a program geared at attracting local businesses to book corporate meetings and lunches at the restaurant in the afternoons, Scott said.

The restaurant has recently modernized their facilities by offering wireless Internet services for corporate functions.

The Monettes are also trying to fill the afternoon fine-dining niche by incorporating a monthly cooking demonstration that begins today. The "Wine, Dine, and Cook" event is scheduled from 11 a.m. to 2 p.m., when the restaurant is usually empty. The event requires advanced reservations.

The cost per person is \$135 to be a part of the cooking event, where Mark said he'll demonstrate three seasonal dishes, such as pork with a pumpkin-orange glaze, along with wine and champagne tasting.

"We've always had the philosophy of taking the restaurant to the highest level we can make it," Scott said. "We just continue to evolve and this Web site is another outlet we can do that with without taking away from our daily operations here."