



July 4, 2012

Dear Long Island Diner,

In this 17th edition of Great Restaurants of Long Island, and our fifth letter to fellow avid diners, we share our views on what we see ahead for our great Long Island restaurant scene.

With one foot in 2012, an exciting year for the Bohlsen Restaurant Group, and another foot stepping towards 2013, we are full of fresh new insights and perspectives on the changing landscape of our industry. Despite these changes, we still witness familiar patterns. We share a mutual expectation that every dining experience is a dining experience worthy of your hard earned dollars.

Each of our new restaurants aims to break new ground. Yet at our sixth establishment, our first Asian restaurant concept, we threw a few people for an even larger loop than they had expected.

We opened Monsoon: Asian Kitchen and Lounge in the Village of Babylon earlier this year. We are fortunate to have fantastic staff whose talents enabled us to garner our first four-star rating from Newsday. Favorable reviews ensue including a "Worth It" from The New York Times and most importantly, many repeat patrons.

Monsoon serves Pan-Asian cuisine – mostly Chinese, Thai and Vietnamese but also Korean and Japanese – in a menu spanning from very traditional dishes to Asian-American fusion. We have a lively lounge and bar scene, with a building that, in and of itself, is somewhat of a show. The exterior of the former 1920s Bank of Babylon is lit like a jewel-box. The flow of energy manifests underground too. Beneath the 9,500 square-foot interiors with a 35-foot high ceiling are miles of wires to light up and entertain in this restaurant of the 21st century.

At Monsoon, we were able to deliver on our vision of a restaurant doubling as an entertainment venue. So far, so good. We believe what you see here signals the flavor of the Long Island's future dining scene - entertaining dining where dinner is not something to have before the show but an integral part of the show.

While excited about the opportunities 2013 will offer, we also believe the future holds more lean years ahead. All of us must be smart about how we spend our money. As disposable income continues to fall, more restaurateurs will compete for every diner's dollar. Competition makes all restaurants work harder to be better and you should expect big things from our industry in the coming year. That being said, don't expect dining to be any less expensive. The price of building and operating a first-class restaurant these days is staggering. You should expect prices from the world's commodities, down to those on the shelves of our local grocery shop, only to continue to rise. None of this, however, will slow down our pursuit to open our seventh restaurant in 2013. Stay tuned . . .

As your dining dollar invests in the local economy, in turn, the local restaurants you patronize invest in their local communities. Not only do we employ hundreds of locals, we also are the place where so many in our neighborhoods celebrate life's seminal moments. It only makes sense to us that we, therefore, do as much as we can to better the places we live and work. Each year, we join with more and more restaurateurs to help raise countless millions of dollars with gift certificates for raffles, dine-arounds and food donated to important causes. We are very proud of our collective contributions.

Here's to all in our business who deliver on our mutual dining expectations but also the hope of making each of our neighborhoods better one pasta primavera at a time.

Sincerely on behalf of the Bohlsen Restaurant Group,

Michael Bohlsen

Kurt Bohlsen

*The Bohlsen Restaurant Group  
Beachtree Café, East Islip  
H2O Seafood Grill, Smithtown  
Monsoon: Pan Asian Cuisine, Babylon Village  
Prime: An American Kitchen and Bar, Huntington  
Tellers: An American Chophouse, Islip  
Verace: True Italian, Islip*



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