## Volume 113



## Nusret – Salt Bey Steak House an Ultra-Premium Dining; Reinvented for Royals

Las Vegas April 1<sup>st</sup>, 2022; The Turkish chef shot to internet stardom, allowing him to expand his brand of steakhouses across the globe including to London, where he's opened a restaurant in Knightsbridge.

Salt Bae became famous for preparing an Ottoman steak. Salt Bae was a viral internet meme which blew up at the start of 2017.

The man behind the meme is a Turkish chef and restaurant owner called Nusret Gökçe. The video of him lovingly preparing an Ottoman steak, posted on January 7, 2017, has to date garnered more than 16 million views.

His strangely sensual meat videos soon evolved into a series of viral memes, with viewers taking particular delight in the flamboyant way Nusret sprinkled a handful of salt crystals at the end of the clip. Nusret became a celebrity in his own right, cooking for celebrities like David Beckham, Leonardo DiCaprio, and DJ Khaled.

His Instagram page now has in excess of 30 million followers. He is now living a life worlds away from his upbringing. Gökçe was born near Istanbul in 1983, and was the son of a miner.



Chef and entrepreneur Nusret Gökçe

He started working as an apprentice in Turkish steakhouses aged only 12. In his twenties, Gökçe picked up sticks to go to Buenos Aires, to learn more about their beef and the art of butchery. The more he learnt about steak, the more his dream to open a restaurant intensified - and he did exactly that.



Oscartek Provino Dry Age meat on Display in Dallas TX

Nusr-Et Steakhouse first opened its doors in 2010. The restaurant quickly rose to the top of the market, and it is still ranked first, because to its high-quality steaks, outstanding service, and boutique concept.

Nusr-Et quickly contributed flair to the steakhouse culture by offering a variety of odd meat choices, and it is still a must-visit place for its customers.

What and where? Nusr-Et Steakhouse is the number one choice for meatlovers in Istanbul; Ankara, Bodrum, Marmaris, Istanbul, Dubai, Abu Dhabi, Doha, Jeddah, Miami, New York, Mykonos, Boston, Dallas, Beverly Hills, London It is rumoured that Salt Bae has plans to open a restaurant in London's Mayfair . He is considered the best social media person

NUSRET Gökçe broke the internet when a video of him flamboyantly sprinkling salt before slicing and dicing a steak went viral. Salt Bae became an internet sensation with numerous memes.

How did Nur-Et become famous?

Gökçe became famous from a series of viral Internet videos and memes.

His fame came from a viral video, "Ottoman Steak", posted on 7 January 2017. The video shows him cutting meat and sprinkling salt on it in a "suavely" way.

The video received more than 10 million views on Instagram, and it was at that moment her was nicknamed "Salt Bae" because of his certain way of salting meat.

What is Nusret's net worth? Due to the success of the chain (and the high prices), it's now estimated that Salt Bae's net worth is around \$60million ( $\pounds$ 46.7m).

Gökçe opened his first Nusr-Et steakhouse in Istanbul in 2010.



The interior design and furniture, fit for Royals

The brand grew, and he opened restaurants across the Middle East, including in Ankara, Doha and Dubai.

It was then that Gökçe shot to viral internet fame - and it allowed him to open a total of 13 restaurants within the year, expanding into America and Greece.

In 2021, he opened the first London Branch of the chain in the posh area of Knightsbridge, bringing the number of restaurants worldwide to an impressive 15..

However, a meal at one of his establishments will cost you! Nusret is now the co-owner of steakhouse chain Nusr-Et (named after himself). According to Turkish media, its a 50\$ million-dollar empire with 1000 employees.

Nusr-et's restaurant locations are spread across the globe. His brief opening of a restaurant in Boston attracted attention after a bizarre TikTok video emerged of a woman twerking while Salt Bae filmed her. In 2018, Gökçe opened his first New York restaurant, located at the CBS building in Midtown Manhattan.

Salt Bae can be translated to 'Salt before anyone else". Nusret, aka Salt Bae, has kept his relationship status private since he shot to fame back in 2017. He has, however, shared that he has a staggering nine children. He posted a pic with all nine of his brood back in 2017, captioning the snap: "The man who does not spend time with his family is not a real man." For more info please visit <u>https://www.nusr-et.com.tr</u>

## What Food Banks Never Need and What to Give Instead

By Brianna Wellen, April 1st, 2022:

Food banks are always in need. Amid the great resignation, supply chain issues, and the higher-than-ever cost of groceries, more and more people are relying on food assistance; according to Feeding America, there was a 55% increase in demand for these services in 2020. But an increase in need doesn't mean that you should throw just any old food item into the donation pile. Food banks across the country are current ly dealing with what The Conversation calls the acorn squash problem.



Maybe you've got a hearty squash crop that you'd like to share with a local pantry, or you noticed a good sale on acorn squash at the grocery store and thought, "Healthy, fresh produce—I bet that would be a welcome donation!" But the folks who receive the bounty might not have the means or knowledge to prepare the squash. Maybe they don't have the time to prepare a meal with that squash. Maybe they don't even like squash. Thus, the donation didn't help anyone, and the person who received it missed out on getting a haul that would actually satisfy their needs.

There's more to consider when donating food than purely offering up what you have on hand or what you personally like to eat and

cook. Megan Bennet, the communications manager for the Greater Chicago Food Depository (GCFD), provides insight that can be transferable to food banks and pantries across the country.

When are food banks most in need?

"Like most food banks and hunger relief organizations, we receive a significant amount of our support during the holiday season (November and December)," Bennet says. "The support we get during this time is amazing and helps fund our operations well beyond that season. However, if people are interested in getting involved—whether that is through donating funds, food, or their time—we encourage them to also consider doing so in the spring or summer months."

What It Really Means When Recipes Call for 'Large' Eggs You Don't Need a Toaster, I Promise You Need to Add These Mexican Pastries to Your Rotation Meet the Robot Frying Your Food at White Castle CCPA Notice What are the best foods to donate? It's important to first check and see what kind of food your local pantry accepts. In the case of the GCFD, only shelf-stable items are accepted from individuals—Bennet lists peanut



butter, canned or dried beans, canned soups or chili, canned vegetables, and canned fish as the most needed items.

GCFD also hosts virtual food drives that allow donors to purchase items for families that they wouldn't typically be able to donate, like fresh produce, dairy, and other perishables.

"The Food Depository also accepts donations from food companies and/or businesses that, for a variety of reasons, may be trying to release some of their inventory without it going to waste," Bennet says. "Most-needed items include fruits and vegetables, protein, grains, dairy and non-dairy alternatives, and cooking staples."

In general, keep in mind what ingredients are simple and quick to cook, or ready to eat, to accommodate all levels of cooking ability.

What are the worst foods to donate?

"The Food Depository's mission is centered around providing nutritious food to our neighbors," Bennet says. "Candy, soda, energy drinks and other items high in sugar, sodium, or saturated fats are also not accepted."

Diana Cuy Castellanos and John C. Jones break it down to eight questions in The Conversation: If someone visiting a food pantry wouldn't say yes to all eight of these questions, the food may go to waste. Is this edible? Is it something I want to eat? Would I know how to cook this? Do I have the tools required? Can I store it safely until I'm ready? Do I have the time to prepare something with this ingredient? Do I have time to consume it? Will I be able to get all this food home? Think back to that acorn squash—if you can't easily cook it or eat it, then you can't expect someone with less resources to do so.

Other ways to support the food insecure community; Time and money are two invaluable resources to food banks, so it's always an option to check with your local organization to find out how to best offer both. But you can also put in work to stop the cause, instead of just treating the symptom.

"Getting involved in advocacy is another great way to help," Bennet says. "Advocates push for critical anti-hunger policies and programs at the local, state, and federal level. These programs, like the Supplemental Nutrition Assistance Program (SNAP), Women Infant and Children Program (WIC), and others are key to lifting families out of poverty and food insecurity."

