

DEAR FRIENDS OF THE SCHOOL OF HOTEL, RESTAURANT AND TOURISM MANAGEMENT

With so many great restaurants in Las Cruces, why, you might ask, would people choose to have lunch or dinner at a school? Well, why not? Most people appreciate an opportunity to enjoy a variety of appetizing foods served with style in an attractively decorated, relaxed environment. The School of Hotel, Restaurant and Tourism Management (HRTM) at NMSU is one of the finest in the nation. We welcome the opportunity to provide you with outstanding hospitality, food, beverages, and service.

WHO ARE OUR STUDENTS?

The students working these meals and events are from a wide variety of our food and event management classes and student clubs. The types of practical education these experiences provide prepares them for their careers and allow them prove to themselves that they really can “do the job.” These students are the future managers and executives of all segments of the hospitality industry.

WHO ARE OUR FACULTY?

Chef John Hartley teaches HRTM 363, supervising the food preparation and service for the 100 West Café lunches. He holds an MBA and a BS in Hospitality & Tourism Services from NMSU and is a graduate of the California Culinary Academy, San Francisco. Chef Pete Mitchell teaches the HRTM 413 International Dinner class and organizes the TAP series. Chef Mitchell holds an MS in Hospitality Management from The University of Houston and a BS degree in Lodging, Restaurant, and Tourism from Northern Arizona University.

PARKING

We know parking is not always easy on the busy NMSU campus. Please park in the lot off Knox St. across from (west of) Gerald Thomas Hall. Parking is free after 4:30 pm for our dinners and TAP series. But you will need a permit to park for the lunches. The E-Permit is a free single-day permit that can be obtained over the Internet. Up to 5 E-Permits can be obtained each year, but for those on campus more often, visit the parking department office at 1400 E. University Ave to pick up a free weekly visitor permit. For more information, go to <https://park.nmsu.edu/visitor>.

CREDIT CARDS

We gladly accept Visa, MasterCard, and Discover credit cards for all meal charges. Sorry, we do not take Aggie Cash.



Join us on March 16 for a special
International Dinner with the
Trinchero Family Estates Winery
from Napa Valley.

New Mexico State University

Food & Beverage Events

Spring 2017



School of Hotel, Restaurant and Tourism Management

100 West Café and the Bobby Lee Lawrence
Academy of Wine

Gerald Thomas Hall
940 E. College Ave.
<http://hrtm.nmsu.edu>
hrtm@nmsu.edu
575-646-7324

New Mexico State University

100 West Café Lunches

Our lunches are served on Tuesdays through Fridays from Noon to 1:00 p.m. We offer fixed price lunches for \$10 per person. This includes your choice of soup or salad, entrée, and dessert with iced tea, water, or coffee. The themed menu changes weekly and always includes vegetarian options. The first lunches will be the week of February 13 and our last is the week of May 2. We will be closed for the week of Spring Break. The weekly menus will be posted on our HRTM website.

The dates and themes for the lunches are:

February 14 -17	Italian
February 21 – 24	Americana
February 28 – March 3	Southwestern/Mexican
March 7 – 10	Caribbean
March 14 – 17	French
<i>March 20 – 24 Spring Break (No Service)</i>	
March 28 – 31	Spanish
April 4 – 7	Greek
April 11 – 13	Creole*
<i>*Closed April 14 for Spring Holiday</i>	
April 18 – 21	Special Spring Menu
April 25 – 28	Pacific Rim
May 2 – 5	Italian
<i>May 8 -12 Finals Week (No Service)</i>	

Our regular lunch seating is done on a walk-in basis only. However, if you have a group of 8 or more, please contact Chef John Hartley at jhartley@nmsu.edu to make special arrangements for seating and menu choices.

New Mexico State University

International Dinner Series

The HRTM International Dinner Series is one of the most gourmet dining experiences you can have in Las Cruces. Held on Thursday nights, your evening starts at 6:00 pm with a wine tasting and hors d'oeuvre reception in our Bobby Lee Lawrence Academy of Wine. Then dinner starts in 100 West Café at 6:30 pm. All are five course meals with specially paired wines. The dinners cost \$62.50 per person.

The dates and themes for the International Dinners are:

February 9 – Brazilian Steakhouse
March 2 – Asian
March 16 – Trincherro Family Estates
Winemaker Dinner/GT Chair Event
April 6 – Italian
April 20 – French

If you have attended one of the international dinners in the past, you know they are very popular—almost literally the “hottest ticket” in town. As a result, we have developed a plan to make the purchase of dinner tickets as easy and equitable as possible. Please come in person to Gerald Thomas Hall Rm. 138 starting on Friday, January 27, 2017 at 8:30 am to purchase your ticket(s). Payment must be made the day dinner tickets are purchased – there are no refunds. For more information about reservations, please call the department office at (575) 646-7324.

The TAP Series

Everyone needs the chance to wind down on Friday afternoons, do so in a friendly, fun environment at The Adjustment Project (TAP). Once a month, join us in 100 West Café for a cash bar of specialty cocktails, beers, wines, and non-alcoholic beverages at modest prices. Appetizers are complimentary with a purchase of a beverage. All proceeds will benefit student clubs, activities, and travel. TAP will be held from 5:00 – 7:00 pm on the following dates:

February 3
March 3
April 7
May 5

Gerald Thomas Chair Program

HRTM is fortunate to be the recipient of the College of ACES' Gerald Thomas Chair endowment for the 2016-2017 academic year. This fund is used to creatively address issues related to agricultural production or natural resource use.

This spring, we will be holding our popular Community Beverage Education series as part of our Gerald Thomas Chair Program. In addition, our director, Dr. Jean Hertzman will be teaching her beverage production and marketing class in conjunction with the program.