

GREAT PERFORMANCES at Sony Open Tennis

by Rosalie E. Leposky

This GREAT PERFORMANCES is not a public-television show. It's the company managing the food-and-beverage service for the Sony Open Tennis tournament.

For two weeks each year the Sony Open at the Crandon Tennis Center on Key Biscayne becomes part of the run-up to Wimbledon, which in 2013 will take place June 24 - July 7.

GREAT PERFORMANCES, based in New York City, owns the 60-acre, organic Katchkie Farm in Kinderhook, NY. This is the seventh year the company is offering fresh, locally grown food at its "performance" at the Sony Open.

"All the tomatoes we use are grown locally in Homestead by Michael Borek under the trade name of Teena's Pride," says Dean Martinus, president of GREAT PERFORMANCES.

"GREAT PERFORMANCES put out a bid and my mother, Teena Borek, responded," says Michael Borek, tomato grower and Teena's son. "We grow 160 acres of tomatoes. During the Sony Open, we sell about 100 boxes twice a week to GREAT PERFORMANCES."



"The strawberries we use also are grown in Florida," says Martinus.

This year GREAT PERFORMANCES hired two Key Biscayne restaurants to be among its concessionaires: Cristoforo Pignata's Puntino Pizzeria; and Puntino Key Biscayne Fine Italian Cuisine.

"Typically we make about 100 pizza a day," says Pignata. "At the Sony Open, we make over 1,200 a day, and could make up to 3,000."

Novecento Bistro Argentino sells Argentinian beef.

Miami-based Sushi Maki shares a concession area with a Veuve Clicquot Lounge.

Ben & Jerry's is represented with a full-service ice-cream concession. GREAT PERFORMANCES also has nine Ben & Jerry's carts selling four different Ben & Jerry's

ice cream novelty bars and one yogurt novelty bar.

Bacardi U.S.A. Inc. and Latin Café share a concession space.

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GREAT PERFORMANCES manages most of the other concessions in the Sony Plaza. The Burger Joint serves several kinds of fresh-grilled burgers, with separate grills for chicken breast and beef sirloin. One special offering is the Katchkie Farm veggie burger made from scratch with tomato jam from tomatoes grown at GREAT PERFORMANCES' farm. The farm also makes Katchkie Ketchup, Thunder Pickles, and Katchkie Farm Bob-A-Que Sauce, ingredients in some of their recipes served at the Sony Open.

Another concession, La Marqueta, sells sandwiches, salads, Sushi Maki rolls and hummus and chips.

Fiesta Burrito has burritos to order, and tortilla chips, salsa, guacamole, and frozen Margaritas.

Bombay Lounge's signature cocktail is a Sapphire Ace Collins. To go with it, they serve shucked oysters, shrimp cocktail, and ceviche.

Corona Beach House is sponsored by Corona Extra beer, an ATP (Assoc. of Tennis Professionals) World Tour and Sony Open sponsor.

Starbucks Café serves typical Starbucks drinks.

All GREAT PERFORMANCES food outlets offer vegetarian and gluten-free products when appropriate.

In the center court stadium, GREAT PERFORMANCES has carts and snack bars on all three floors selling hot dogs, wraps, roasted nuts, Corona beer, hot pretzels, fresh-squeezed lemonade, popcorn, and Ben & Jerry's ice-cream bars; and Bacardi bars offering Bacardi and Martini beverages.

Stadium suite guests may choose from five special food platters delivered to their suite.

The players' dining area serves healthy food in ample supply: breakfast omelets; pasta; Sushi Maki; salad; paninni; grilled items (citrus marinated chicken, prime beef burgers, chimichurri skirt steak, mahi-mahi filet, kosher beef hot dogs, turkey burger); and daily entrée specials.



GREAT PERFORMANCES operates three sit-down restaurants:

The Collectors Club, a full-service restaurant across from Center Court is open to members. Many menu items are unique to the Sony Open food service, including watermelon salad with feta cheese, mint, and chili-lime vinaigrette; a very good jumbo lump crab cake with grilled corn salsa; and Farmers BLT with fried egg, apple-smoked bacon, aged cheddar cheese, bib lettuce, tomato jam, and multi-grain bread.

The Champions Club, close to the practice court is open to holders of level 100 and level 300 tickets. It serves food from buffet stations, including a grill, to-order pasta, Brazilian food, and a self-service salad bar.

The Terrace, in the Hospitality Village, is open all day and evening. It serves full meals and snacks, and its bar is always open.

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