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Blockbuster Trilogy



Dining in a movie theater has typically been finger foods that are easy to serve and that customers can thoughtlessly consume, barely an extension of popcorn and soft drinks. The David Burke Group, in conjunction with Silverspot Cinemas, is changing the menu and mentality surrounding movie food with the summer release of Trilogy, a new restaurant concept that truly unites flicks, fare, and fine libations.

Stephen Goglia, president and CEO of DBG, explains that the design of Trilogy encourages customers to think dinner instead of filler. “Trilogy sits at the front of the theater and supports all F&B on the property,” he says. “Having the restaurant front and center provides a welcoming entrance, a sense of immediate entertainment, and increases the likelihood of guests joining us before or after their film.”

Executive Chef Matt O’Neill has designed two separate menus for Trilogy: one for concessions and one for the main restaurant, which offers traditional sit-down service in a stylish, wood-paneled café and lounge setting. The 120-seat eatery allows patrons to enjoy their meal separate from the movie, or alongside it if they choose to order their food and drink to go.

And customers don't have to worry about doing a juggling act once they're ensconced in the dark. "SilverSpot Cinemas has made it a priority to provide comfort and additional room in their seating to ensure that guests can enjoy a meal while viewing a film," Goglia adds.

Instead of the standard movie fare, Trilogy menus upscale, globally influenced dishes such as Tuna Tartare Wontons, garnished with scallions and avocado mousse; Asparagus Salad with Burrata, tomato, watermelon, prosciutto, and balsamic reduction; and Duck Confit Banh Mi. Main courses run the gamut from a BLT Lobster Roll to the Angry Shrimp Fajitas and classic Steak Frites. A variety of pastries and desserts, as well as standard concession-stand candies, are also available.

Beverages—including fine wines, beers, and eponymous cocktails inspired by popular films—may be consumed in the restaurant or while watching a movie. For instance, the Seabiscuit Julep is made with Bulleit rye, Grand Marnier, mint, and cucumber, while From Russia with Love combines Ketel One vodka, Grand Marnier, raspberry, fresh lime, and ginger beer.

The first Trilogy opened in Coconut Creek, Florida, in mid-June, followed by the second unit opening this month in Chapel Hill, North Carolina. It has been, according to Goglia, "a tremendous success thus far; guests have been extremely receptive to the concept and experience."

Moviegoers can expect menus to be tweaked according to locally sourced items at each location, which Goglia hints will continue to grow in number. "We will find this relationship among many other cities across the states very soon," he says. "We are excited to be at the forefront of a new wave of dining."