

¿QUE PASA?

Columbia
Since 1905

GEM of
SPANISH RESTAURANTSSM

WINTER 2010

Ybor City Sarasota St. Augustine St. Petersburg Clearwater Celebration Columbia Café

The Columbia Restaurant Celebrating a Century of History, Culture, and Cuisine Book Premiere Party

The 4th, 5th and 6th generations of the Gonzmart family, along with employees and friends celebrated the release of their new history/ cookbook; The Columbia Restaurant - Celebrating a Century of History, Culture, and Cuisine on December 1st, 2009 at the family's flagship restaurant in Ybor City.

The Columbia's 100 year history comes to life in over 300+ colorful pages and seventy-seven recipes, illustrated with color and black and white photos, along with stories from the Hernandez Gonzmart family members, employees, business partners and long time customers. The book's author is Andrew Huse.

The Columbia is Florida's oldest restaurant, founded in 1905 in Tampa's historic Ybor City, and is still owned and operated by fourth and fifth generation members of the founding family. The Columbia is also the largest Spanish restaurant in the world.



...Book Premiere Party

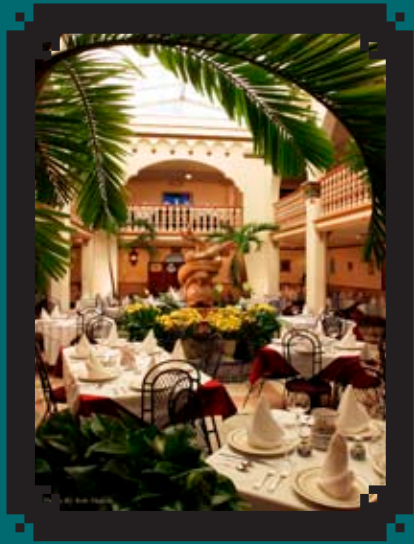




¿QUE PASA?

is a quarterly newsletter for
the Columbia Restaurant.

EDITOR: Angela Geml



Send story ideas

and comments to

A.Geml@columbiarestaurant.com

If you work for The Columbia

and would like to share

your story about

working with us,

please contact

Angela at

A.Geml@columbiarestaurant.com



A Message from Richard

"The old has gone and the new has arrived"

2 CORINTHIANS 5:17

We usually look at New Year's Eve as when we say goodbye to everything we have regrets for, or deemed as not being good, and we look forward with great hope to everything good the new year will bring, but what will change if we don't try and be better each day? Nothing.

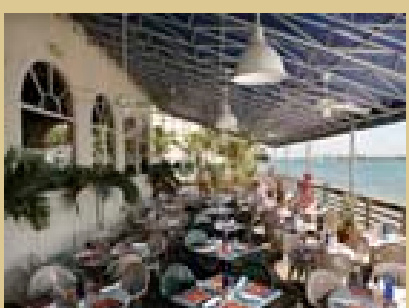
When the new year is about to take place I look back fondly at all that life had to offer me, sure there are always things I regret, that is called "experience" and gaining "wisdom"; how we learn and act from those experiences will help define who we will be in the new year.

Resolutions are not effective without taking action, holding ourselves accountable, learning from the "experiences," both the good and the bad in our daily lives. I do not mean to lecture you, only to myself.

I write "My Thoughts" to help me try to be a better person, to deal with my issues. Lord knows I have many challenges. I hope that you don't mind me sharing my thoughts, that you might find some of my ramblings helpful in your daily life. We all have some sort of issues, I don't care who you are, but I find peace by writing; holding myself accountable but more important holding myself accountable to God.

I wish you a New Year filled with His blessings, hope, wisdom, health, love, positive experiences and peace in your daily life.





8th Annual "Richard's Run For Life" 5K

RAISES OVER \$75,000 FOR THE AMANDALEE FUND FOR
SARCOMA CANCER RESEARCH AT MOFFITT CANCER CENTER

Record Turnout: Over 1,900 Participants



The Eighth Annual "Richard's Run for Life" 5K took place on Friday, November 6th, 2009 in Ybor City's Centennial Park. Over 1,500 people ran or walked through the historic streets of Ybor City while another 400 just enjoyed the food and beverages. This year's event raised over \$75,000.

17-year-old cancer survivor Billy Gowacki was the official race starter for the fourth year in a row.

"Richard's Run for Life" 5K was created by Columbia Restaurant President and 4th generation family member, Richard Gonzmart, as a way to combine his love for running with his long-time desire to find a cure for cancer.

"We had a record turnout this year, over 1,900 runners, walkers and others helped us in our quest to help find a cure for cancer and to give hope to those fighting it," said Richard Gonzmart.

100% of all proceeds donated by sponsors and participants support the Amandalee Fund for sarcoma cancer research at H. Lee Moffitt Cancer Center & Research Institute in Tampa.





Richard's Run for Life





Columbia Restaurant Celebrating a Century of History, Culture, and Cuisine

A brand new book brings over 100 years of The Columbia's history to life in 300+ colorful pages in this history/cookbook, illustrated with many new color and black and white photos along with stories from the Hernandez Gonzmart family members, employees, business partners and long time customers.

This book will delight home cooks, offering authentic seventy-seven food and drink recipes and theme menus for the holidays, wine tastings, and cocktail parties. Learn simple and elaborate dishes made famous by the Columbia.

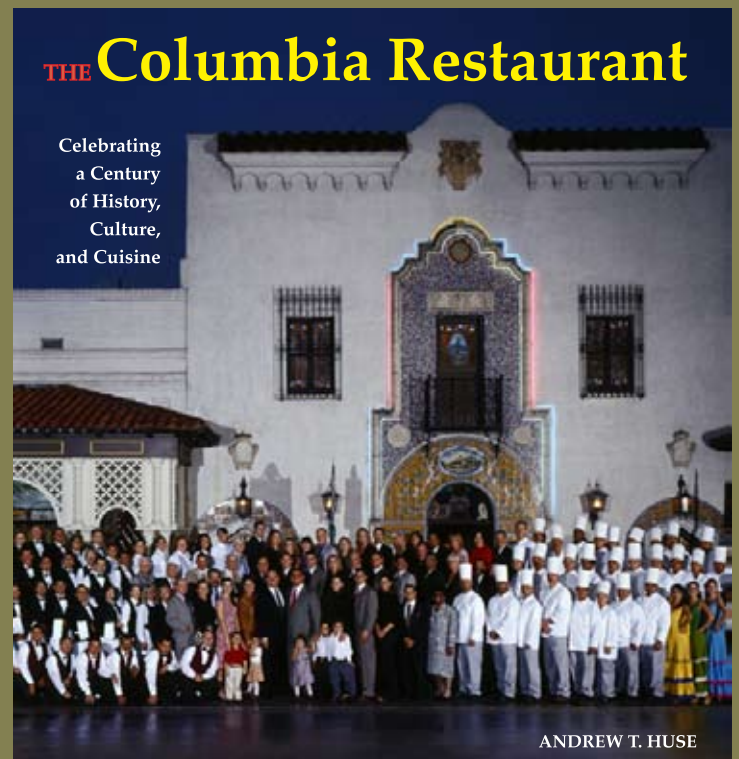
History buffs will enjoy the newly-researched origins of The Columbia and stories of its early struggles through Prohibition, Depression and beyond.

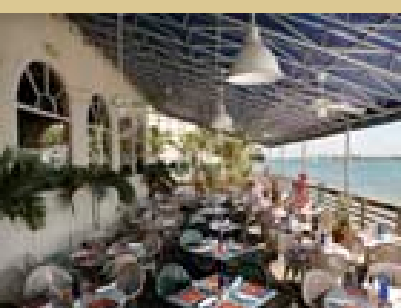
Watch The Columbia's glamorous rise during the 1950s, when it throbbed with romantic music supplied by Third Generation Family Member Cesar Gonzmart and his magic violin. Federal bulldozers lurked in the 1960s, as urban renewal demolished much of the old Latin Quarter. In the 80s, new locations meant new opportunities and risks. Somehow, the Gonzmart family made the struggle look easy.

A death in the family prompted a business crisis in the 1990s that threatened the Columbia as

it neared its centennial. Quick thinking and hard work salvaged the sinking ship and charted her into the 21st Century. The voices of employees, family members, and friends help tell the Columbia's colorful and fascinating story.

Available for \$29.95 at any of the six Columbia Restaurants, gift shops, at the Columbia Café Channelside Tampa, or online at: www.columbiarestaurant.com/shop





Columbia Employee & Guest Comments

I have never had a meal where I felt that I needed to contact the restaurant before but after dining in your Columbia Celebration establishment on July 13th, 2009 I had the need. I must say it was one of the best meals I have ever enjoyed. My entire family is in agreement. From the waitress thru the meal everything was first rate. I got your 1905 salad and the Cuban combo. Delicious!!!! Thank you for a wonderful experience and one of the best meals I have ever eaten. The highlight of our trip to Florida.

RICHARD GALYEAN
Virginia

Each time I visit any of our restaurant locations I am impressed at how hard our servers, hostesses, and managers work. They show such eagerness to make each and every guest feel like they are the most important person ever to visit the Columbia, and that it is our privilege to have them there.

Sometimes we in the corporate office don't think about that, the fact each and every guest is indeed our most important customer.

A musician knows that the piece he is performing exists only in the moment it is performed. He may perform the same piece in every show, every day, but it is always only as good as his most recent performance. The same is true for athletes, singers, and many other types of performers.

And it is true for us at the Columbia. Success is something we must continually perpetuate and re-create, over and over and over. And this is what I see each time I visit any of our restaurants. It is something each of us can do our part in contributing to. I am grateful for my part.

BRIAN READE
Accounts Payable Coordinator
Columbia Corporate Office

FREE SONGS WITH EVERY DRINK



Al "Coffee" McDaniel
Saturday Night 6-10pm

R&B, Blues, Neo-Soul and Jazz



Live Music Every Saturday Night at the Columbia Café Channelside Tampa

Celebrate Saturday night with a cool drink outside on the Columbia Café patio along the Riverwalk in Channelside. Enjoy live music from Al "Coffee" McDaniel from 6-10 p.m. every Saturday night. Al's music mixes R & B, Blues, NEO-Soul, and Jazz melodies with cool modern urban beats.

The Columbia Café is located in the Tampa Bay History Center in Channelside Tampa, next to the St. Pete Times Forum.






Upcoming Events

FOURTH ANNUAL

Andrea's Sip for Life WINE TASTING

Friday, March 5th at the Tampa Bay History Center

Benefiting Pediatric Sarcoma Research at Moffitt Cancer Center

Enjoy an evening sampling over 250 premium wines from Spain, California and South America while helping find a cure for pediatric sarcoma at the Fourth Annual "Andrea's Sip for Life" on Friday, March 5th, 2010 at the Tampa Bay History Center located on the waterfront in Channelside.

The event is from 7:00 p.m. to 10:00 p.m., with a \$100 donation per person. Please call 813-248-3000, ext. 24 for reservations. This event is sponsored by the Columbia Restaurant and The Gonzmart Family Foundation. For more information, visit www.columbiarestaurant.com

100% of proceeds raised will go directly to support the Pediatric Sarcoma Fund at H. Lee Moffitt Cancer Center & Research Institute in Tampa to support research and treatment.

This unique event will provide the opportunity to sample great boutique wines accompanied by a variety of tapas, and the opportunity to purchase the wines to take home. The net proceeds of the purchases helps fund cancer research...drinking wine never tasted so good.

"Andrea's Sip for Life" was created by Columbia Restaurant President, Richard Gonzmart, as a way to combine his love of wine with his long-time desire to find a cure for cancer. He was especially touched by the story of Andrea Dicks Hartley, a young mother and Moffitt patient who lost her battle to sarcoma cancer in August 2006 at the age of 30. She left behind her then 2 1/2-year-old daughter. This event was created and named in Andrea's honor.



Andrea Dicks Hartley - a young Mother and Moffitt patient who lost her battle to sarcoma cancer in August 2006 at the age of 30. She left behind her then 2 1/2-year-old daughter. This event was created and named in her honor.





Upcoming Events cont.

Ring in the New Year with Bell Wines

The Columbia Restaurant of Ybor City is hosting a five-course wine dinner featuring wines from Bell Wine Cellars of Napa Valley, California.

*Special guest of honor
Anthony Bell – Winemaker.*

Dinner and Wines paired by Richard Gonzmart, fourth generation family member of The Columbia & Chef Geraldo Bayona.

*Wednesday, January 27th, 2010 at 7:00 p.m.
\$75 per person (all inclusive)
Please R.S.V.P. to 813-248-4961*



Special Dates

Wednesday, January 27th

Bell Wine Cellars Winemaker 5-Course Dinner at Columbia Ybor City

Sunday, February 7th

XLIV Super Bowl

Sunday, February 14th

Valentine's Day

Friday, March 5th

Fourth Annual "Andrea's Sip for Life" Wine Tasting Fundraiser for Moffitt

Sunday, April 4th

Easter

Friday, May 7th

Cesar Gonzmart 15th Annual Memorial Golf Tournament

Saturday, June 19th

Riverwalk for Dad – Prostate Cancer fundraiser for Moffitt

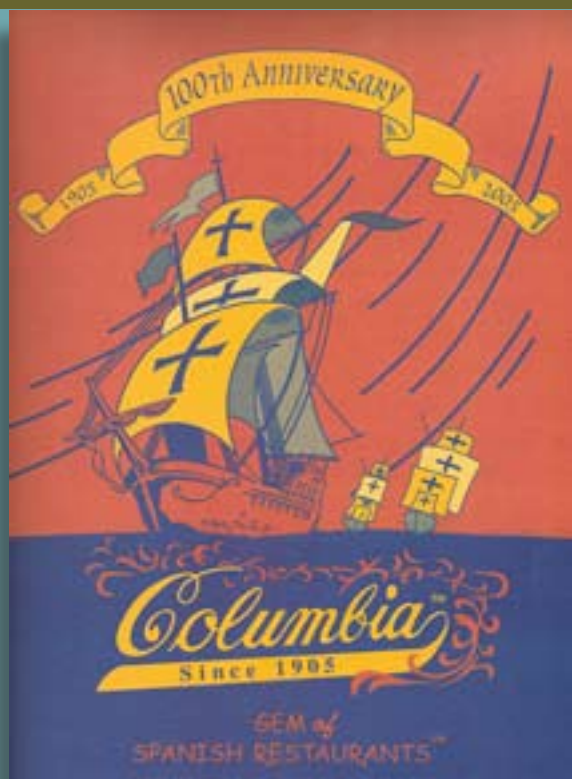




Columbia Lunch & Dinner Menu

AVAILABLE FOR TAKE OUT

Missing The Columbia food but can't make it for lunch or dinner? How about TAKEOUT!! All of our lunch and dinner menu items are available for takeout. Treat you and your family in the comfort of your home. Just call one of the six Columbia Restaurants or the Columbia Café in Channelside, Tampa to place your order, and for pick-up details. See www.columbiarestaurant.com for locations.



Five-Course

“BEERS FROM AROUND THE WORLD” Dinner

The Columbia Restaurant of Ybor City hosted a Multi-Course “Beers from Around the World” Dinner on August 13th, 2009 with special guest J. Paul Pepin of Pepin Distributors. The dinner featured five courses paired with boutique domestic and imported beers from Europe.

