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A photograph of a restaurant deck overlooking a body of water. In the foreground, a wooden deck with a railing is visible, with several people seated at tables. The deck is supported by wooden posts in the water. In the background, a large body of water stretches to a forested hill. A small boat is visible on the water. The sky is overcast.

# ANTHONY'S RESTAURANTS

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## No Fish Tale

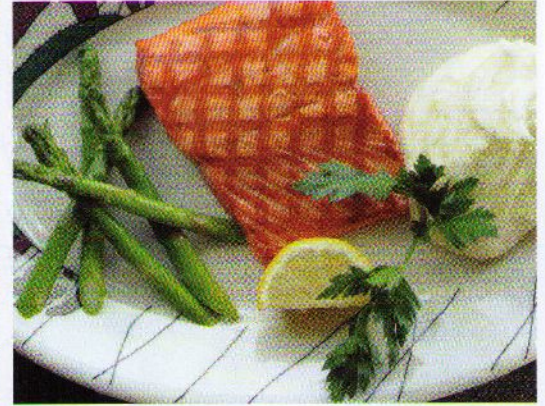
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BY ALLEN COX | PHOTOS BY JEFF HOBSON



Anthony's Management Team: (Left to Right) Herb Gould, Budd Gould, Jeff Arnot and Lane Hoss. Bellow: grilled salmon and Mad Anthony's.



**Budd Gould can't abide** the term "chain" in reference to his 20 restaurants. Instead, he prefers to think of his company as a "family" of restaurants. Gould, president, CEO and an owner of Anthony's Restaurants, has nurtured his company for more than 40 years from a single establishment to the family of popular restaurants it has become today. He leads a team of more than 2,000 employees, some of whom, from boardroom to operational staff, are indeed family members.

In an industry that's known for a revolving-door turnover rate, Gould is proud of the fact that approximately 200 of his employees have worked for his company 10 years or longer, and an astounding 60 people have 20-plus years with the company. Moreover, Anthony's employs 15 multi-generational families. Gould, who holds a Harvard MBA, is definitely doing something right.

What's his secret? According to Anthony's marketing vice-president Lane Hoss, Gould is able to combine a genuine appreciation for his employees with the ability to operate his company as a business. This might sound like a simple formula, but this secret to success has taken Gould's original 1969 vision far.

Those who have lived in the Puget Sound region for a number of decades might remember a few of Gould's first restaurants in

Bellevue, most notably Mad Anthony's, the wildly popular steak and prime rib house. It opened its doors in the early '70s to a population hungry for contemporary dining, a stylish setting and the best beef available.

Back then, Gould was tuned in to what his customers wanted and he went to great lengths to deliver. Today, that demand hasn't changed a great deal. Diners are still hungry for contemporary dining in a stylish setting. It didn't take him long to perfect the delivery.

Gould was and remains acutely aware of the Northwest bounty that surrounds him and has set out to make that one of his company's core assets.

"From the start, Budd has always been committed to bringing the freshest Northwest ingredients to his customers," says Hoss.

In 1975, he opened a casual, stylish dining spot with a crowd-drawing sunset view on the Kirkland waterfront. His goal? Serve the freshest local ingredients available, this time, with an emphasis on a variety of great seafood. Anthony's Homeport was born and the concept was a smash hit. The menu suited contemporary palates and some of the varieties of seafood were fresh, new experiences for many Northwest diners.

The demand for Anthony's grew as did the company's »

TOP LEFT AND BOTTOM RIGHT IMAGES COURTESY OF ANTHONY'S



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reputation for fresh seafood complemented with in-season local produce. In his endeavor to find and purchase the freshest ingredients from local fishermen and farmers, Gould became an early front-runner in the locally sourced food movement before it was en vogue.

Today, Anthony's family of restaurants spans the map from Bellingham to Olympia, Bend, Ore. to Spokane. What keeps the concept as fresh as the fare? The fact that no two restaurants and no two menus are identical. Anthony's serves an array of market segments from Anthony's at Pier 66 in Seattle at the top of the scale, to vintage restorations such as Harbor Lights on Tacoma's Ruston Way waterfront, to casual, contemporary waterfront dining and Hearthfire Grill, Woodfire Grill and even a few take-out bars.

Gould won't locate a new restaurant just anywhere; a visit to any of his restaurants reveals the company's growth strategy: A stunning waterfront or riverfront location is the key.

But it's not only location; it's that variety of fresh seafood (and non-seafood fare) that has helped Anthony's consistently top the charts. The Pacific Northwest is known for its waterfront restaurants that feature seafood. Anthony's steady growth and popularity among diners is no accident. Gould not only provides strong focus and direction for his company, but also takes what's on the menu very seriously. When it comes to developing new dishes or updating old favorites, Gould takes a direct, hands-on approach.

And that involves plenty of sampling. He ensures that his chefs are schooled regularly in the latest techniques of their craft and that they maintain an intimate knowledge of the ingredients they use by visiting where the food is sourced. Quality control means forging strong relationships with reliable local fishermen and farmers. Early on, in concert with his commitment to providing the best bounty from the sea for his customers, Gould started his own wholesale operation, Anthony's Seafood, to ensure high quality and consistency.

What's Gould's favorite dish on his menus? To him, that's like asking him to choose a favorite from among his children. But rumor has it that he's partial to Anthony's char-grilled wild king salmon. He's in good company — thousands of loyal diners keep coming back for more. 🍴

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#### WHO IS ANTHONY?

Budd Gould happens to be a history buff. One of his favorite figures is "Mad" Anthony Wayne, a Revolutionary War general and statesman. Mad Anthony was not only a military man and the namesake of Gould's company, but also a Colonial-era gourmand, or, in our contemporary vernacular, a "foodie." Historic accounts about the origin of his nickname vary; suffice it to say it had something to do with his displays of impassioned personality traits. In 1796, General Wayne met his demise not on the battlefield — but from an attack of gout.