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FOR one free-spending Murray Hill financial analyst, lukewarm Buffalo wings and watered-down Bud Light simply aren't going to cut it when he watches his beloved Giants take on the New England Patriots in Sunday's Super Bowl. And when the New Yorker learned his favorite restaurant — barbecue mini-chain Brother Jimmy's — is all booked

PULSE

for the big game, he didn't let that stop him from tossing a Hail Mary to the watering hole's caterer.

SOLD-OUT COOKIES!
Madeline Carvalho Lanciani can't keep enough of these football cookies in stock at Duane Park Patisserie — they keep selling out!

"He said as a joke, 'I wish I could build a Brother Jimmy's in my apartment,'" says Daryl Zweben, the company's events and catering director. "So I said, 'Why don't we do that?'" And so they did.

Come Sunday's eagerly anticipated showdown, 40 guests of this G-Men fanatic (who didn't want to be named) will be waited on by three servers and a bartender from Jimmy's. Among the delicacies served will be 1,010 chicken wings (in honor of Eli Manning's number), 10 pounds of mac 'n' cheese, 15 fishbowls filled with Brother Jimmy's signature Swamp Water — a vodka-based concoction served in Mason jars with plastic-alligator swizzle sticks — and frozen margaritas. Other bites

at the 34-year-old's football fete will include 100 fried pickles and 100 hush puppies, which will be cooked on-site in a tabletop electric fryer rented for the occasion.

The gut- and wallet-busting soiree, which Zweben estimates will run between \$5,000 and \$8,000, will also send guests home with a goody bag that contains a Brother Jimmy's football T-shirt and a jar of the restaurant's barbecue sauce.

This super fan isn't alone in his lavish party planning.

The Giants' unlikely late-season run has inspired legions of fans to believe in the underdog and party like the top dog.

Other New Yorkers — and visiting Pats fans — are also throwing ostentatious bashes, where they'll sling dozens of porterhouse steaks, nibble on hundreds of cupcakes and snap pics with virtual players in photo booths.

The blitz has businesses scrambling to keep up.

Matt Shendell, a partner in Paige Management Group,

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PARTY FOOD SCORES BIG WITH FANS

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which owns highfalutin sports bar The Ainsworth, received a super-lucrative request from the handler of a Saudi prince who's spent a few Sundays at the Chelsea bar.

"[The prince] wanted to rent out the whole venue for just 20 people," says Shendell — and there's room for about 500.

"I told his assistant, 'You realize 20 people might be a little lonely in there?' " but he didn't care.

"It would be a significant amount," he says of the rental fee. "I'd say over \$50,000."

Ultimately, the owners decided to keep the clubby pigskin hub open for their regulars, who sometimes drop \$2,000 on a Sunday table.

One of those patrons has offered to buy every customer in the joint a bottle of bubbly if the Giants win. For 500 happy fans, that could add up to \$25,000 — the least expensive bottle is \$50.

One block away at the 40/40 Club, a customer called to reserve the Jay-Z Lounge, the largest private room in the rapper's newly renovated nightclub. He hoped to rent the lounge (which costs \$5,000, not counting a \$5,000 prepaid spending

\$5,000 FOR THE ROOM!
That's what Jay-Z's 40/40 Club is charging (not including Heva)!



Blanca Lopez-Maymi (left, with daughter Sophia) bought Giants-logo cupcakes for husband Jeff as a gesture of love.

Brooklyn-based academic writer — party planner to the stars Susan Holland is decking out a Brooklyn penthouse with 12 high-def, 60-inch TV screens, leather ottoman and beanbag chairs, blue banners suspended from a mesh ceiling and AstroTurf covering all the bar and food stations.

Most extravagant, though, is a digital photo booth — a freestanding panel with iPhone-like functions that will feature backdrops of Giants stars such as Manning and Victor Cruz — where partiers can snap shots "with" their favorite players.

"It's a modern update on the classic booth," Holland says.

One Boston-based Patriots fan will be in the city for business



Jonathan Baskin

10 POUNDS MAC 'N' CHEESE!
That's part of the tasty Brother Jimmy's-themed bash.

during the Super Bowl and, fearing jeers from New York fans, decided not to go to a bar to watch the game. Instead, he booked the \$799 executive suite on the 26th floor of the Renaissance New York Times Square Hotel, and is hosting a party for eight to 10 friends, complete with sliders, pulled-pork nachos and a whopping 300 orders of Blue Ribbon fried chicken wings from the hotel's R Lounge.

"At first, we were caught off-guard — who would want all this chicken sent up to their room?" laughs R Lounge GM John Rieman, who estimates

the party will cost "a couple of grand."

Some fans aren't quite old enough to swill suds — or simply have a sweet tooth — so they're going the dessert route. Duane Park Patisserie is catering an 11-year-old's Super Bowl-themed birthday Saturday with more than 100 hand-made helmet cookies, football petit fours and cupcakes.



