



MICHAEL BIRCHENALL 1948-2017

Michael Birchenall, founder and editor of *Foodservice Monthly*, passed away January 9, 2017 surrounded by his wife and children.

Michael was the face and inspiration of this magazine. His unparalleled knowledge and insight of the foodservice industry helped him launch and grow *Foodservice Monthly*, which has evolved into a staple for restaurateurs and foodservice professionals throughout the Mid-Atlantic region. To say he'll

be missed is an understatement. To say he'll be remembered is a certainty. His contributions to our industry extend far and wide. He had so many longtime friends and colleagues. He worked closely with the Restaurant Association of Maryland and the Restaurant Association of Metropolitan Washington, covering trade shows, events, and cooking competitions. His wisdom and impact will live on. And with the help of Silver

Communications and the many devoted contributing writers and others who knew and loved him, *Foodservice Monthly* will carry on, fulfilling the magazine's mission in a manner that would make Michael proud.

*Silver Communications
Ho Pham & Lisa Silber*

Michael Birchenall was my editor for more than 20 years. Our relationship began with *Restaurant Digest* and continued with *Foodservice Monthly*, which he founded in 2002. Many of us have followed Michael, as our loyalty was to him, a man of honor and integrity.

Michael was always the unobtrusive guy with the ponytail at the back of the room — or the front — taking photos. He captured the entire industry, interviewing chefs, distributors, restaurateurs, brokers and culinary teachers. He was a keen observer, and with his ever-present

camera, he captured the evolution of the DC metro dining scene. When he was diagnosed with lung disease, he didn't let that define him. He never made that an excuse for anything. If you had not seen Michael for a while, it was because he was battling his illness but did not want to alarm anyone. He did, however, wanted to make sure he got out every issue of *Foodservice Monthly*. He was the heart and soul of *Foodservice Monthly* — from editorial topics to page layout. Michael and I loved to gossip. I could tell Michael and know all secrets were safe. We loved to talk shop: the ups and downs of various restaurateurs and burgeoning parts of the region. We mainly talked when he would call to remind me of my deadline, as I was usually the last one to submit my column. I will miss those calls. I made the deadline this time, Michael. I got the message.

Linda Roth, Foodservice Monthly

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The Newsmagazine Foodservice Professionals Rely On

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