

## FOOD

# This Manhattan restaurant is serving a \$95 latke for Hanukkah

By [Rachel Ringler](#) December 1, 2023



For Hanukkah this year, Caviar Russe executive chef Edgar "Teddy" Panchernikov has created a luxury latke topped with caviar. (Courtesy of Caviar Russe and Food Story Media, Inc.; design by Mollie Suss)

(New York Jewish Week) — With movie tickets that cost \$30 and apartments that can reach staggering, nine-digit figures, New York City is notoriously expensive. And yet, one restaurant's new luxury latke is still pricey enough to make jaws drop.

For Hanukkah this year, Caviar Russe, an upscale seafood restaurant in Midtown, is serving an oversized latke topped with caviar, priced at a cool \$95.

The restaurant's executive chef Edgar "Teddy" Panchernikov told the New York Jewish Week that this is the first time he has created a holiday-specific menu item, Hanukkah or otherwise, calling the pricey potato pancake a "one-off."

The latke is an amped-up version of the mini potato pancakes the Madison Avenue restaurant serves year-round as one of the accoutrements to their caviar service, with prices that range from \$65 for 25 grams of Pacific sturgeon caviar up to \$10,445 for 500 grams of Almas osetra, an “exceptionally rare” caviar.

The restaurant, which opened in 1997, is just one element of Caviar Russe, a caviar business owned by Jewish refugees from the former Soviet Union that regularly appears on lists of the best places to buy the fish roe. The company consists of a wholesale and online business, a caviar boutique and two restaurants, one in New York City and the other in Miami. The New York eatery has been awarded a Michelin star every year since 2014.

The limited-time latke consists of Yukon gold potatoes mixed with salt, pepper and chives — no egg, flour or any kind of filler is used. Chef Panchernikov, the 32-year-old son of Caviar Russe’s founders, then fries it all in clarified butter (no olive oil for these babies!). The crispy plate-sized potato pancake is then topped with creme fraiche, a creamy “egg jam” made by cooking the yolks in a sous vide bath, and one ounce of osetra caviar — which typically retails for about \$100 an ounce at Caviar Russe and is one of their most popular varieties, according to a publicist for the restaurant.

In a video shared with the New York Jewish Week of Panchernikov making the latke, he slices it into quarters — so, rest assured, the treat is designed to be shared. However, the latke needs to be ordered 24 hours in advance; interested customers should email [jgergeos@caviarrusse.com](mailto:jgergeos@caviarrusse.com).

The idea for the luxury latke came from marketing consultant Elana Levin, who was hired by the Caviar Russe team three months ago. “I thought it would be a nice way to tap into his heritage with a potato latke to celebrate Hanukkah at the restaurant,” Levin said of Panchernikov. “He was immediately open to it — he was excited to get creative in the kitchen and to do something that represents their culture and heritage and have a way to celebrate with his guests.”

“The presentation and how he built the latke was the chef’s idea,” she added.

As it happens, the luxury latke isn’t the only Jewish happening at Caviar Russe: “My Unorthodox Life” stars and internet influencers Julia Haart and her daughter, Batsheva, are holding a fundraiser, “Caviar for a Cause,” at the Manhattan restaurant’s bar and lounge. Tickets to the afternoon event on

Sunday — which are nearly sold out — are \$300, with all proceeds going to Magen David Adom, Israel's Red Cross.

The owners of the restaurant are donating the food — passed cocktails and hors d'oeuvres — and the space. And although Panchernikov describes his family as “not very religious,” he told the New York Jewish Week that he felt compelled to show his support. “Given the recent events, we want to support other Jews and Israel,” he said.