

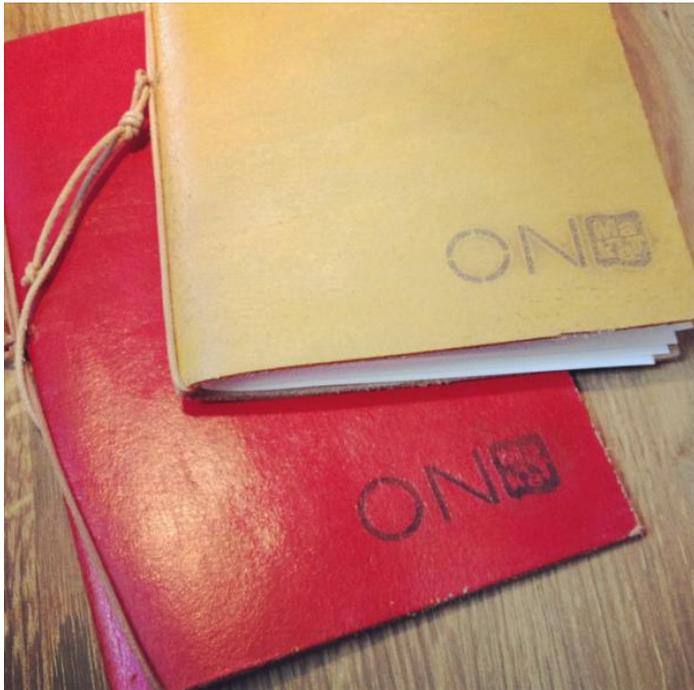
On Market

<http://sushiandstrudel.com/2013/05/26/on-market/>

Vienna has become quite the city of ambitious restauranteurs. Rather than cook, create, and interpret within the confines of one establishment alone, some of the city's best and brightest are opening multiple restaurants as they take their skills and build small culinary empires across town. Simon Xie Hong, for example. The onetime surgeon (and Austrian cooking reality show star) from Wenzhou, China is now the proprietor of three much hyped about restaurants in Vienna. There's ON Restaurant in the 5th, China Bar in the 7th, and now, ON Market right on Naschmarkt. People cannot get enough of his restaurants' stunning interiors and modern Chinese cuisine.



The latest addition brings it all back to where it began—the market. In line with its philosophy, (essentially, cook what the market offers), the location couldn't be better. Located right on the Linke Wienzeile, its main entrance literally spills out onto Naschmarkt. How convenient. You know the food is guaranteed to be fresh.



I went for dinner last week and must say that On Market was on point in every way. Early reviews had celebrated its food and atmosphere but bemoaned its service. The evening my husband and I were there, all three were wunderbar. I repeatedly remarked on the beautiful interior, the fresh food, and our lovely server. I even ate duck! I never eat duck! But before I get ahead of myself, let's start with first impressions.



The interior of this restaurant is incredible. To start with, it's huge. With the dining room up top, a private room that can seat 30, and a club below (opening in September 2013), the space alone is ambitious. Doesn't seem to be problematic, however, because on the evening we were there every seat was taken. From the mesmerizing tile floor to the striking overhead lamp, from the swanky bar (ladies note the purse hooks) to the wild

tapestries and wood details, the entire inside is a feast for the eyes. Walk around and take it all in. I did. Now on to the real feast...



Hugo for her, mangosaft mit leitungswasser for him.



I went with the calamari, celery, and cilantro served with rice. It was tough deciding between this and a fried noodle dish with basil that also sounded enticing, but ultimately

I wanted something on the lighter side. This hit the spot. It was the perfect portion, full of flavor, daringly laced with spice, and unbelievably fresh.



My husband went with the Canton Duck, green vegetables, and rice. Now normally this would have been one of the many meals he eats where I say "he said it was great" and leave it at that. I tend to not be very adventurous with meat and usually stay away from dishes with lamb, duck, venison, and even most with pork. But after seeing that crispy crust and literally hearing it crackle as he bit into it, I had to ask. He granted my request, albeit with total surprise. Now I don't have much to compare it to, but it seriously blew me away. From the sweet glaze to the tender middle to that crispy crust, it was to die for. My husband, who loves duck, claimed it was one of the best he's had.



The restaurant opens early and closes late, serving breakfast, lunch, and dinner and drinks into the night. If Chinese food isn't your thing, the bar and its tasty cocktails are alone worth a visit. I've also added Herr Hong's first two restaurants to my list. After checking out their websites, I am oh so intrigued.

ON Market

Linke Wienzeile 36

1060 Vienna

<http://www.on-market.at>

Picture #3 © Philipp Horak/WienTourismus, picture #7 from restaurant website!