

EAT LOCALS:
SORT OF NOT CANNIBALISM

EAT LIKE A LOCAL:
UNPLUGGED CAMBODIA

EAT LOCUSTS:
BUGS BITES



TASTY
SILLY

sustainable & savory
protein issue!



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SORT OF NOT CANNIBALISM

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UNPLUGGED CAMBODIA

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BUGS BITES

WE MADE IT
TO
DECEMBER!

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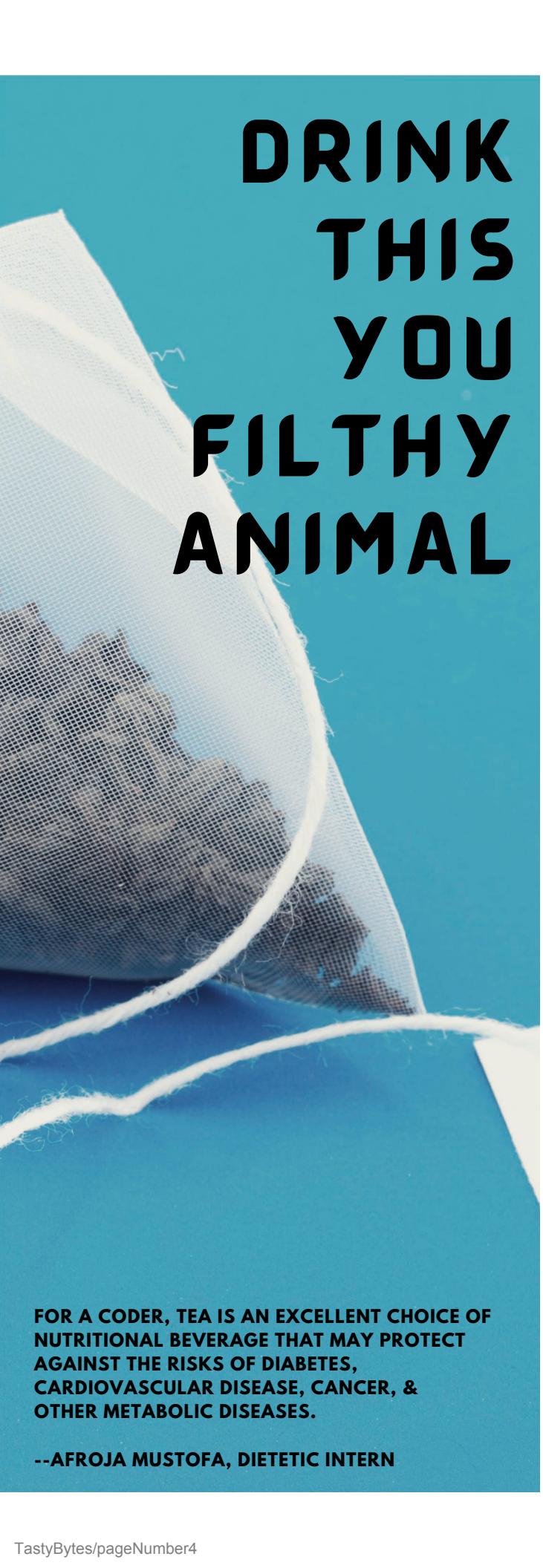


SWEET !

DON'T FEAR THE STEEPER



HOT TEAS
HOLIDAY
GIFTS FOR
CHILL CODERS



DRINK THIS YOU FILTHY ANIMAL

FOR A CODER, TEA IS AN EXCELLENT CHOICE OF NUTRITIONAL BEVERAGE THAT MAY PROTECT AGAINST THE RISKS OF DIABETES, CARDIOVASCULAR DISEASE, CANCER, & OTHER METABOLIC DISEASES.

--AFROJA MUSTOFA, DIETETIC INTERN

01

YERBA MATE

Yerba Mate gives you a similar kick that you would expect from a cup of coffee but with a smoother, more long-lasting effect. The plant is loaded with nutritional value and contains theobromine, vitamins C and E, calcium, iron, phosphorus, and a number of other minerals. It's a little bit bitter if you're used to coffee with sugar and milk so add a little lemon to it.

02

MATCHA

You too can be like Satsuki Kiryuin from the anime Kill La Kill and sit back with a nice cup of matcha tea. It has 70mg of caffeine, which is quite a bit, but when you're a proud warrior, fighting for what you believe in that might just wind you down.

03

CHAI TEA

Quite possibly the national drink of India, chai tea is low in caffeine and is much better for calming down after a tough client or a bit before bed than the other drinks. If you want a tea with a little more heft to it add hot (not boiling) milk to your chai.

04

HONEYBUSH BANANA NUT TEA

As soon as you start brewing this tea you'll feel like you're standing in the middle of your local bakery, about to take a bite out of a freshly baked muffin! This smooth brew deliciously combines your love of baked goods with a full-bodied honeybush tea. So not only is it sugar-free, it is caffeine-free as well, making it the perfect indulgence for both morning and night.

HOW TO HEAL THROUGH VIDEO GAMES

IF IT WORKS FOR LINK MAYBE IT WILL WORK FOR YOU

Link, from the Legend of Zelda series has to be the healthiest eating character in video game history. Compare him to another fan favorite Pac-Man who eats about 34,000 calories of cookies per level and it's not hard to understand why Link continues into his 4th decade of video game play and Pac-Man is gathering dust.

Here are some of the foods you must serve when playing Link on your new Nintendo Switch so you can, you know, eat like Link:

Bottled Water. Link likes to keep it simple but much like our European friends, he's not drinking tap water—bottled only please. Grab a 3/4 liter of Perrier and you're good to go.

Apples. This is a classic food to keep your health up. An apple a day, right? But in the new games you can actually cook so apple pie counts too...sure.

Raw Meat. Ok, maybe we're not going to eat exactly like Link, but I did say you can cook in the new game so unless you know how to plate up a safe steak tartare, go ahead and combine that raw meat with some mushrooms and a grill to get your life back to 100%.

Hylian Rice. You may have difficulty finding this exact strain of rice at your supermarket but like Link you can make rice balls, risotto or a nice curry.

Eggs. When you breakfast with Link he likes eggs but using his master sword skills he's going to get you a delicious omelet.

Steamed Fish. I personally do not have the patience to go fishing but Link can do it with his bare hands if he so pleases. And of course he steams up whole fish for a first date...how do you think he got Zelda to notice him?

Even though Link is super fit and a very healthy eater, maybe we should invite Pac-Man too and have some cookies for dessert as well!



FOOD & MOOD: EAT TO FEEL GOOD

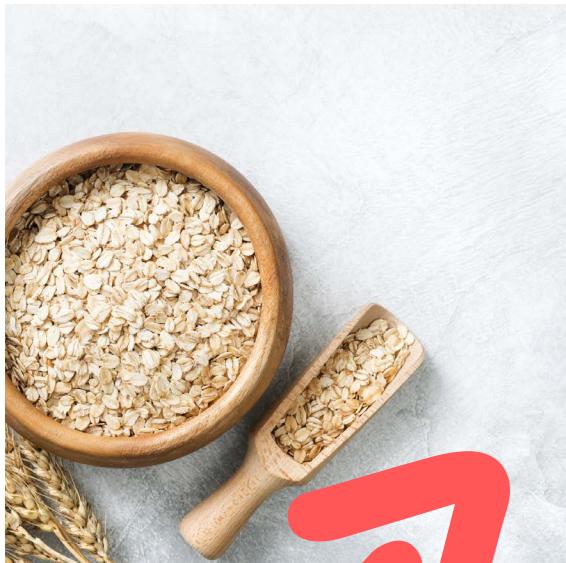
BY JESSEE URBAITIS, MS, PA-C
CERTIFIED HEALTH AND WELLNESS COACH





We can all probably find multiple reasons for increased feelings of stress this year (pandemic anyone?), but that does not mean there aren't ways we can help mitigate those feelings. When experiencing stress, anxiety, or depression, many are prone to reach for comfort foods full of sugars and processed ingredients that can cause large swings in blood sugar and make your moods swing as well.

Diet can influence the activity of neurotransmitters, which are chemical messengers that, among other things, affect our moods. Think of neurotransmitters as circuits transmitting information into action. Having proper nutritional input computes into better health and better vibes all around. Here are some (delicious) foods to encode into your diet that translate into optimal output.



♂

EAT THESE!

1. Pepitas: Nuts and seeds like pepitas are high in amino acids (proteins), which make precursors to mood-boosting neurotransmitters. Aim to crunch on 4 servings of nuts/week.
2. Dark chocolate: This healthy treat is high in magnesium, and those who are deficient in magnesium are at higher risk of mental health disorders such as depression. Simply consuming dark chocolate also increases feelings of pleasure. Aim for 1-2 oz several times per week.
3. Oysters: Replenishing low levels of zinc through diet may decrease anxiety, and oysters shell out the most potent amount of this nutrient. Eating one serving/week should be sufficient—or if avoiding shellfish, tofu and legumes are excellent sources as well.
4. Yogurt: Listen to your gut! Eating probiotic-rich food, such as yogurt, can improve your mood due to the communication of gut microorganisms with your brain. Aim for a daily serving of probiotic rich foods.
5. Oats: Consumption of whole grain food like oats contain complex carbohydrates (i.e., carbohydrates that have more fiber and nutritional bang) and can increase serotonin, the feel-good hormone. Aim for a serving of whole grains with each meal. Comforting and calming? Yes, please!
6. Salmon: These fish work upstream— in the brain that is. Increasing Omega 3's in the diet has been shown to improve symptoms of depression due to their ability to cross into the brain barrier and have beneficial effects on neurotransmitters. Aim for 2 servings/week.



VEGAN-FRIENDLY INTERN PICK!

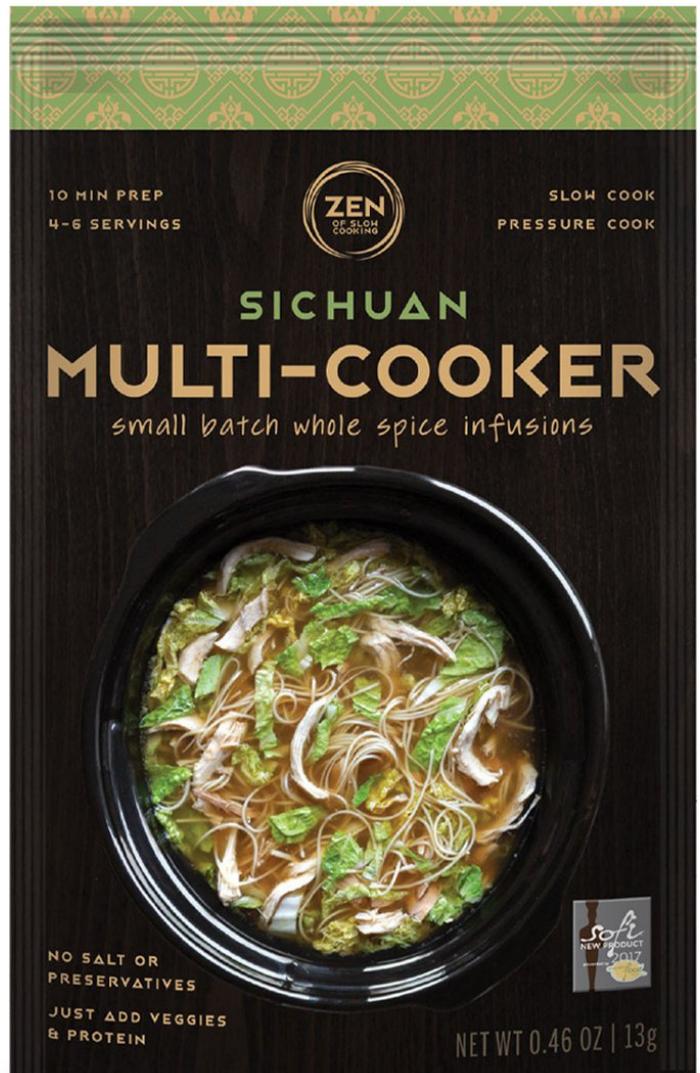
THE BOLD PALATE FOODS

boldpalatefoods.com/shop

4-Pack of sauces come in four different flavors each of which can be used either as a dressing, cooking sauce, dip or marinade.

The four unique and versatile flavors are Apple Spice Vinaigrette, No Cows On This Ranch, Hint of Harissa and The Beet Goes On.





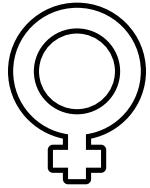
WOMEN-OWNED INTERN PICK!

THE ZEN OF SLOW COOKING®

thezenofslowcooking.com

Zen of Slow Cooking was created by two busy moms, Meg Barnhart and Jane McKay. Barnhart turned to slow cooking as a way to spend more time with her children.

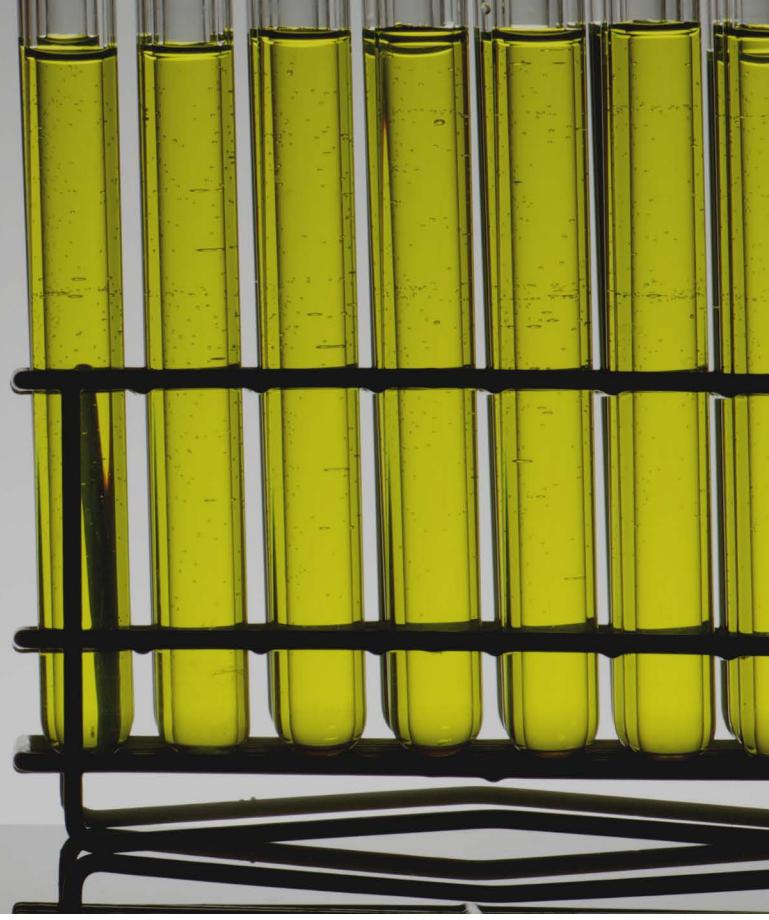
In 2012, she partnered with McKay to develop a line of slow cooker/multi-cooker spice blends that are sold online and in stores nationwide.



EAT LOCALS: SORT OF NOT CANNIBALISM

By Scott Keatley, MPPD RD CDN





When I'm discussing the digestibility of proteins with clients, I usually explain that for optimal absorption you should go for the product that is most similar to us. This inevitably leads me to caveat with, "but don't eat other people." We both have a good laugh and move on to more pressing issues. But with a new kit produced by a company called Ouroboros Steak it now may be possible to, well, eat yourself or other people.

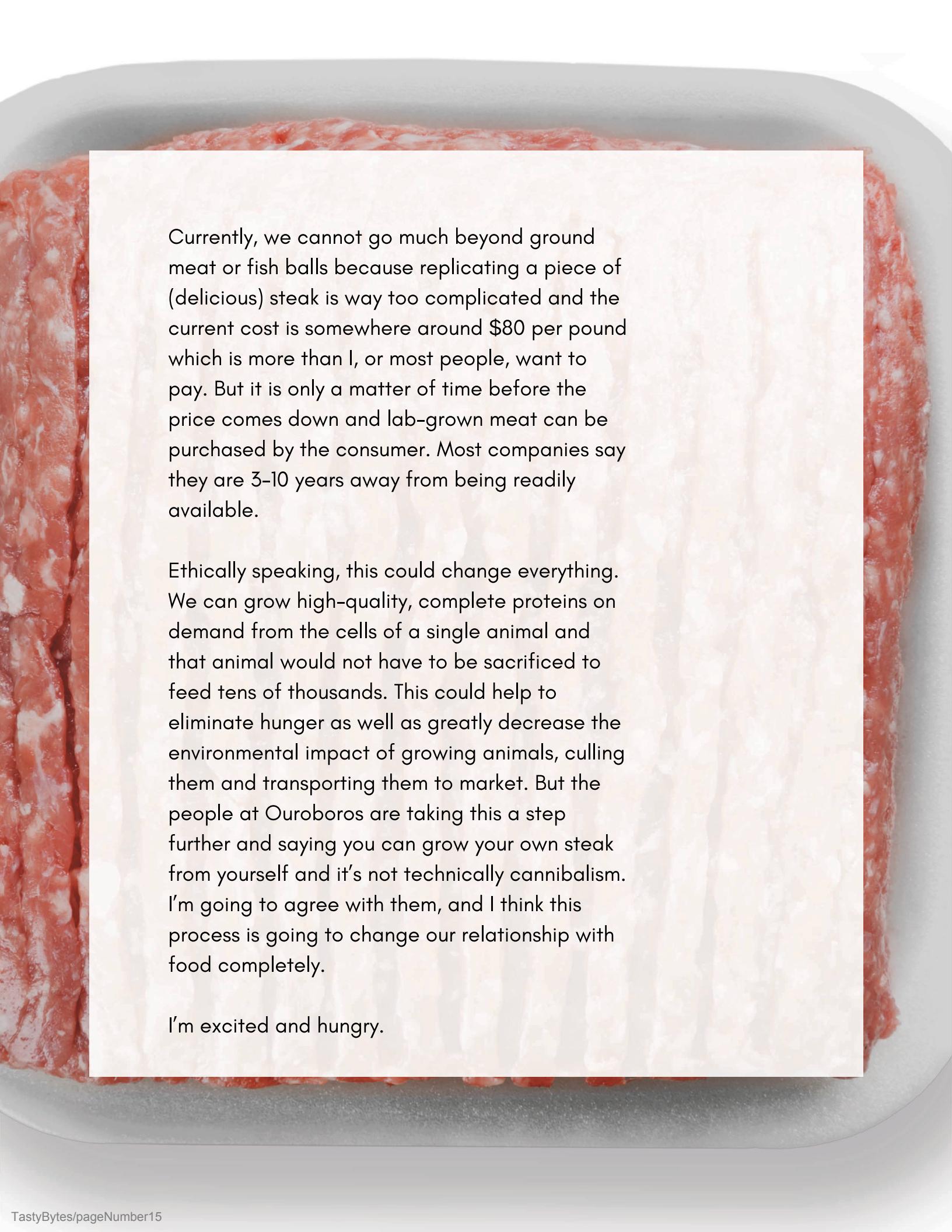
If you got a shiver running down your spine at the thought of eating people, that's fine; I did too. But this kit raises a ton of important questions about ethics and health. The nice thing for those who grew up believing that Kentucky Fried Chicken changed their name to KFC because they were not using real chicken, per its legal definition, is that these kits are more of a potential design than an actual product. So, you're not out there accidentally eating human flesh. Whew.

But let me go back a step and review how we lab-grow any meat; for the uninitiated, science has been working on this since the 1970s.

First off, the meat that is lab-grown is real meat down to its DNA. This is not like an Impossible Burger that is a combination of plant-based ingredients. The process is pretty simple as there are only four real steps: extract some muscle cells from your animal (or person) of choice, isolate stem cells, “bake” those stem cells into satellite cells that grow on an edible scaffolding, eat. But in all honesty, I make it sound much easier than it really is.

Being able to grow something that resembles meat and producing something that tastes like meat are two very different things. The 50 or so companies that are interested in the lab-grown meat market are constantly adjusting the way they grow cells to make it feel more like meat we usually eat. But they are struggling with everything from nutrients and pH (acidity level of the meat) as well as with what to call it. Right now, they are calling it the cell-cultured animal industry which seems too science-y for my likening and seems like a turn-off when it's on the menu.





Currently, we cannot go much beyond ground meat or fish balls because replicating a piece of (delicious) steak is way too complicated and the current cost is somewhere around \$80 per pound which is more than I, or most people, want to pay. But it is only a matter of time before the price comes down and lab-grown meat can be purchased by the consumer. Most companies say they are 3-10 years away from being readily available.

Ethically speaking, this could change everything. We can grow high-quality, complete proteins on demand from the cells of a single animal and that animal would not have to be sacrificed to feed tens of thousands. This could help to eliminate hunger as well as greatly decrease the environmental impact of growing animals, culling them and transporting them to market. But the people at Ouroboros are taking this a step further and saying you can grow your own steak from yourself and it's not technically cannibalism. I'm going to agree with them, and I think this process is going to change our relationship with food completely.

I'm excited and hungry.

ECOMMERCE WINES & WISDOM

WITH SOMMELIER
YANNICK BENJAMI

**Can you tell a bit about
being a sommelier and what
exactly is it?**

My name is Yannick Benjamin and I am the Head Sommelier of The University Club. I was born into a family of French restaurateurs, and I have worked in highly regarded restaurants throughout NYC: Le Cirque, Oceana, Jean-Georges, Atlas, Felidia, and Atelier at the Ritz-Carlton.

Additionally, I worked for over ten years for Le Du's Wines, one of the top wine retail stores in Manhattan. In 2003, a car accident left me paralyzed from the waist down. However, my passion for wine drove me to quickly adapt, outfitting my wheelchair with a table that allowed me to continue working as a sommelier to educate on wine. I also went on to create "Wine on Wheels," one of New York City's largest and most exciting wine events. "Wine on Wheels" brings hundreds of esteemed sommeliers together to pour over 180 wines from around the world for noble charity.

DESCRIBES A WINE WITH A GOOD BALANCE OF FRUIT AND TANNINS, WITH GOOD BODY.

What has been the biggest change in the wine world since you started and how do you see technology playing a role in the present and future of wine?

The biggest change has been the fact that wines are now purchased on a regular basis online. One of my favorite aspects of technology is that a guest can have a bottle of a wine at the restaurant and right at the moment order it with a wine store. Going forward the presence of technology will continue to grow and it already has an immense presence such as: wine cellar management apps, Multi-sensory wine experiences through Zoom, Augmented reality wine label, and we have already seen technology used to improve the winemaking process and it continues to do so.

ROUND

HINTS OF MILD SWEET
VANILLA FROM
FERMENTATION IN
OAK BARRELS.

W
O
A
K
Y

Is there anything that you
think our readers should
know about you, wine,
technology or the world in
general?



wineonwheels.org

I don't want to be on the easy path but on the one that forces me to be creative and appreciate every second that has been gifted upon me. Passion is what has given me direction in my journey but my desire has allowed me to push through unexpected obstacles. During the journey many mistakes are made but that is the only way to achieve your goals. You must fight your own fears and not be afraid of failure. I always have embraced my failures over my accomplishments. A lot of great things can come from failure but nothing will ever get accomplished if you remain in fear. Your personal evolution can't happen if you refuse to adapt and live in complacency. Our life is about overcoming challenges and defeating our own limitations.

UNPLUGGED GLOBAL GRUB: CAMBODIA

By Gina Keatley



There are few places further from everything and anything than Cambodia. It is so remote that the Angkor Wat temple complex, which is over 400 acres, was not seen by Westerns until the 19th century. Filled with hidden cities and courageous cuisines there is a lot to discover in The Kingdom of Cambodia. As an American food explorer, I followed in the footsteps of those that explored this country and even though it seems a bit more carved out than it must have in the 19th century, it feels as wild and untamed as ever.

You can easily fly into Siem Reap bypassing most of this gorgeous country, but I decided to make the journey part of the adventure and travel to the largest religious monument in the world by land. I arrived in Phnom Penh, Cambodia's busy capital, which sits at the intersection of the Mekong and Tonlé Sap rivers. After your motorcycle/tuktuk ride into the downtown you are in the heart of the market. The city is busy and crammed with vendors with fresh eats. Well, fresh and dried and fried and pretty much everything. Kandal Market is an unpretentious indigenous market and my pick for where to get a feel for the people and cuisine in the area. It is located in the center of Phnom Penh close to Riverside. There are oodles of noodle shops that fill your stomach and soul after a long flight. They have distinct flavors that allow you to identify your location with only your spoon.



I snagged some jackfruit—an exotic fruit grown in tropical regions of the world—from a local vender. Cash only, of course; so, make sure you have some folding and/or jingling money on hand.

Luckily for me, Cambodia's second currency (many would say its first) is the US dollar. For a buck or two you can sink your teeth into a few pounds of the yellow fruit pods from the skin and core of this unique fruit.

After flying for about 20 hours, I figured I would embrace the local transportation, a small 10-person bus.

This 6-hour local bus ride drove us across the countryside to Angkor Wat with water buffalo sightings. Snug and sizzling we bumped our way from one tiny roadside stop to the next. This was what locals call "off the beaten path." I made the mistake of not having a full lunch before leaving so a few hours in I was famished. But our driver was fantastic and explained how Khmer (Cambodian) cuisine works. There is a distinction made between fermented paste-based ingredients and pickled ingredients. Kway teow is a noodle soup consisting of rice noodles with pork stock and toppings and the use of garnishes and condiments (garlic, limes and pepper are a common flavor trio in Cambodian cuisine), these are what define the main flavor profile of the dish rather than the stock.



Fortunately, I brought my guts along with my appetite. After we unloaded our little bus, we were welcomed by 2-foot-deep fried bug mounds. We had several piles to choose from. Spicy spiders. Instructions: only eat the legs. Garlic dusted locusts. Instructions: don't eat the legs. Sweet silkworms. Instructions: they have no legs so no worries. As a food professional, of course, I have eaten bugs before like in a Mexican resort, but these roadside eats even took me by surprise. I tried them all. Not exactly filet mignon but packed with protein and outrageously sustainable. The locals loved showing us how to eat them and seeing my expression as I nibbled and noshed with a paired tea. This is the reason that we travel! To try new things, to eat new things and be new things.

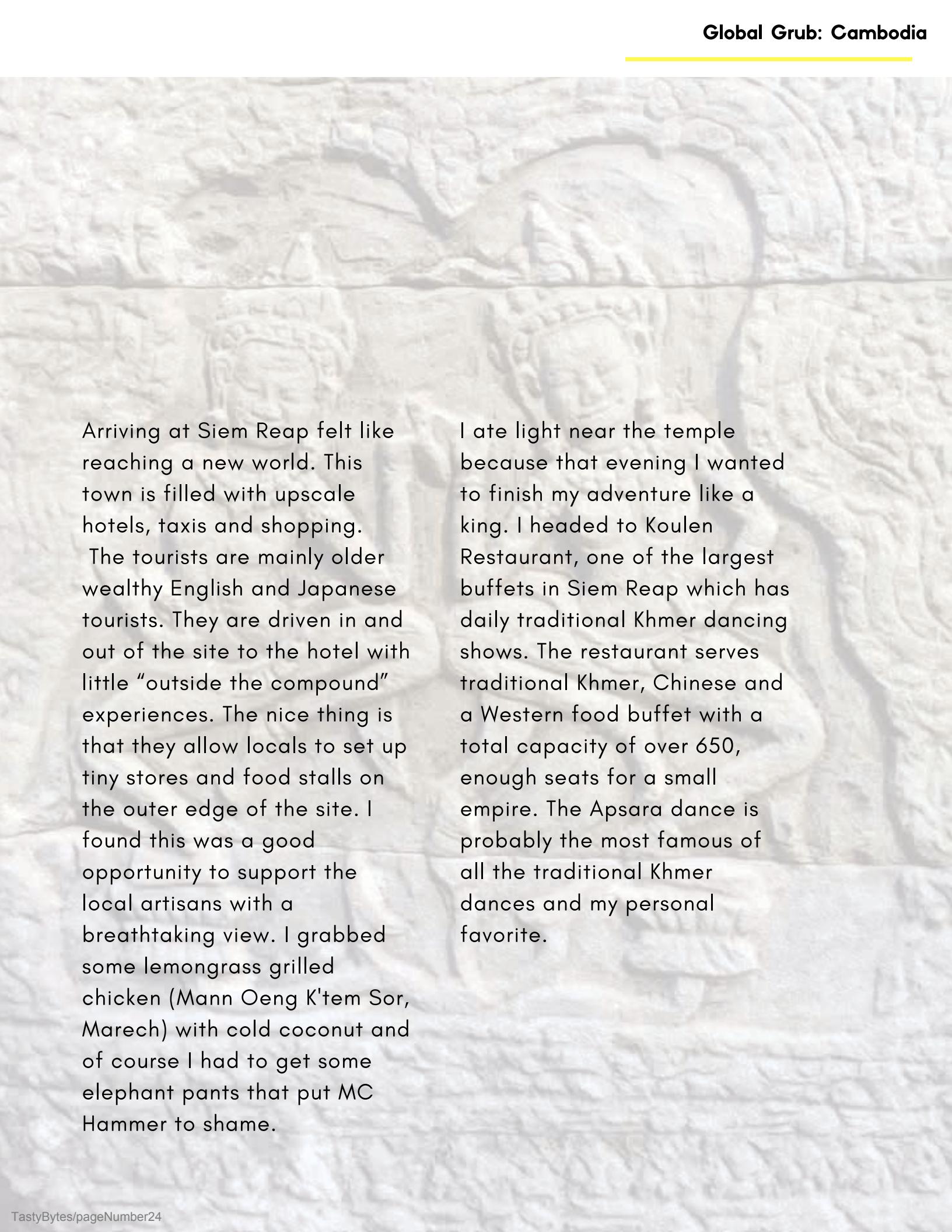


As a new entomophage—person who eats bugs—I can say it's not as gross as you think. Being open to new cultures and cuisines makes you a better guest in the country you visit and a more interesting human being overall. So, stop being a baby and finish your bugs!

After a few hours of locust leftovers, we reached our final roadside stop. To the single vegetarian rider sharing the bus's delight, they were stocking the world's most universal food, Pringles. For any reader that doesn't know, Pringles are everywhere. Their long shelf life and ingenious design makes them global must eats; a remote bus stop bodega next to a yak is no exception.

If you're heading to this side of the world, most travels are stopping by Angkor Wat: a temple complex originally constructed as a Hindu temple dedicated to the god Vishnu for the Khmer Empire. It was gradually transformed into a Buddhist temple towards the end of the 12th century, and as such it is also described as a "Hindu-Buddhist" temple. I was no exception.

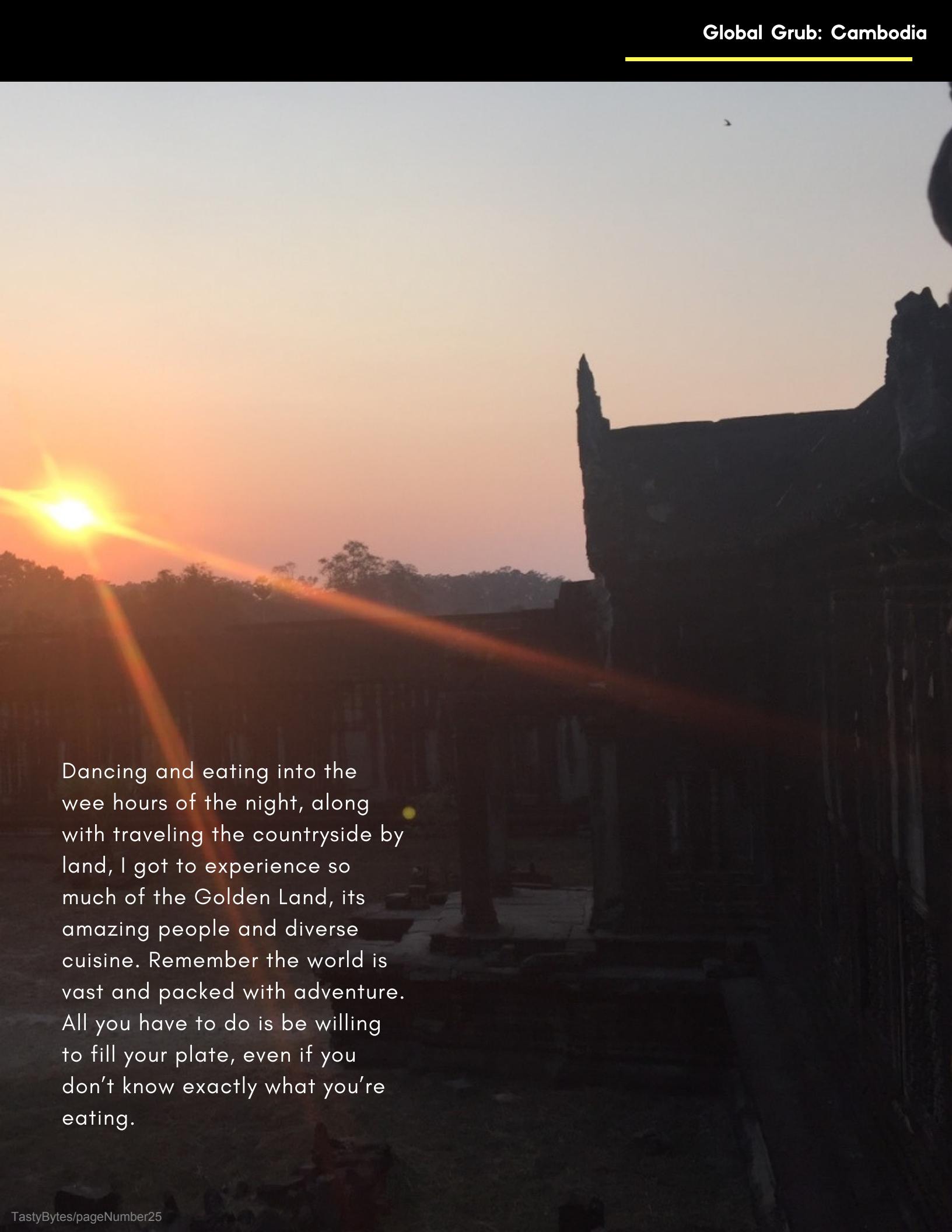




Arriving at Siem Reap felt like reaching a new world. This town is filled with upscale hotels, taxis and shopping.

The tourists are mainly older wealthy English and Japanese tourists. They are driven in and out of the site to the hotel with little "outside the compound" experiences. The nice thing is that they allow locals to set up tiny stores and food stalls on the outer edge of the site. I found this was a good opportunity to support the local artisans with a breathtaking view. I grabbed some lemongrass grilled chicken (Mann Oeng K'tem Sor, Marech) with cold coconut and of course I had to get some elephant pants that put MC Hammer to shame.

I ate light near the temple because that evening I wanted to finish my adventure like a king. I headed to Koulen Restaurant, one of the largest buffets in Siem Reap which has daily traditional Khmer dancing shows. The restaurant serves traditional Khmer, Chinese and a Western food buffet with a total capacity of over 650, enough seats for a small empire. The Apsara dance is probably the most famous of all the traditional Khmer dances and my personal favorite.



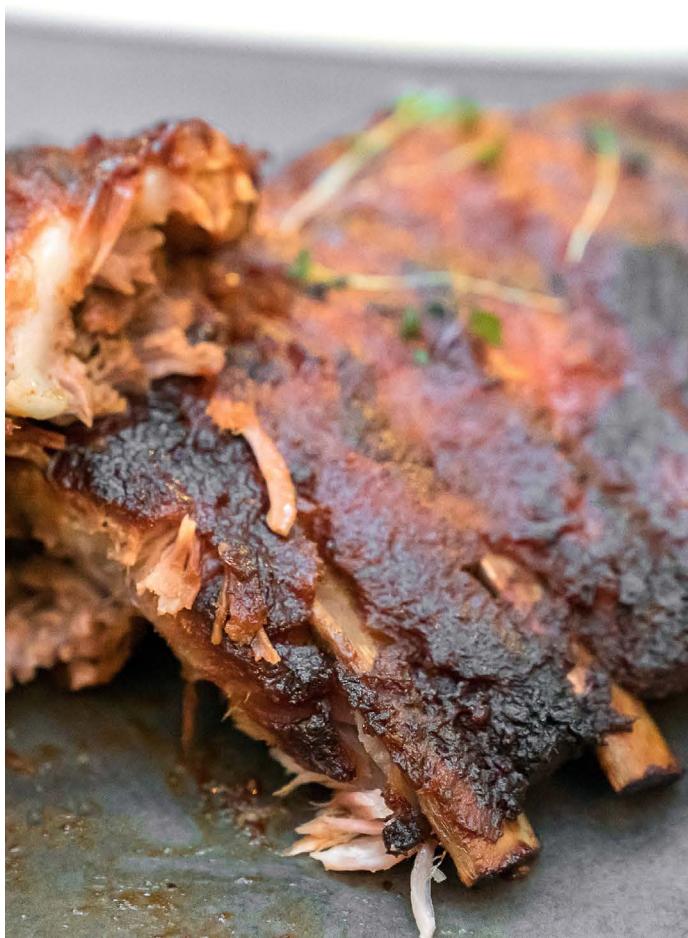
Dancing and eating into the wee hours of the night, along with traveling the countryside by land, I got to experience so much of the Golden Land, its amazing people and diverse cuisine. Remember the world is vast and packed with adventure. All you have to do is be willing to fill your plate, even if you don't know exactly what you're eating.

TX WELCOMES ELON MUSK

NOW WHERE IS HE GOING TO
EAT?



FEEDING ELON



BBQ.

**OUR TAKE ON HIS POSSIBLE
TAKEOUT--> KEEP YOUR EYE OUT
FOR SPACESHIPS IN THE PARKING
LOT!**

McKenzie's Barbeque & Burgers

Family-friendly joint serving
poultry, pork & beef slow-cooked
in wood-fired pits.

Eat This --> Pork Spare Rib Plate
--> mckenziesbarbeque.com

Dear Elon,

We know moving to a new town can be hard and a bit lonely. We at Tasty Bytes Magazine are happy to grab some Texas size meals with you just to make you feel comfy in your new state.

FRENCH.

La Frite Belgian Bistro

A cozy spot with outdoor tables serves classic mussels & fries, simple French fare, wine & beer.

Eat This --> Croque monsieur and salad verte --> lafritesa.com

THE NEURAL NETWORK DIET??



BY ELIZABETH GUNNER, RDN



With diets ranging from zero carbs to fasting to only eating fruit, it's no wonder we're all confused on what and how much to eat. In the 1900s fat and eggs were bad; in 2020 all fat is good—even bacon and lard according to Ketogenic enthusiasts.

However, the truth is that we are all made up differently and therefore—I know bear with me as you hear it again—"what works for you may not work for someone else" when it comes to diet. This leaves us all pondering the provocative question, "what is good for me, individually" and "can I find out what's good for me without undergoing the traditional trial and error scenario?"

These questions ultimately lead researchers and marketers to the world of Personalized Nutrition (PN). Which, in short, is an outline of what foods are best for you specifically for optimal health. An outline drawn by identifying and collecting a multitude of data—everything from stool samples, to encoding your microbiome, to genomic sequencing, where you can learn which genes you individually carry and therefore which diseases you may be at risk of developing. To make matters even more bewildering, your nutritional needs may change year by year and even day by day!



With all this assortment of data, the Artificial Intelligence (AI) and machine learning junkies of the world couldn't help but gawk at the opportunity to translate this data into consumer-friendly, bite-sized chunks. Eventually, the junkie's appetites were satisfied as AI and PN were combined via the use of artificial neural networks.

Neural networks are computing systems with interconnected nodes that work shockingly similar to neurons in the human brain. They are now being used to recognize patterns from raw data, learn new things, and make decisions in a humanlike manner. What's more is that these neural networks can think differently than human brains and therefore can come up with different conclusions to an array of issues. Computers can now conclude ideas, medical diagnoses, and even what foods are best for your body that human brains may not have thought of.

I know what you're all thinking: this computer stuff is cool and all, but where's my neural network diet?! Well, it could be just fingertips away. Recent developments within the Nutrition and AI space have led to an increased appetite for the application of these advancements in real world settings—pun indeed intended.

One study conducted in 2017 by E. Disse, C. Betry, and C. Caussy utilized an artificial neural network to predict resting energy expenditure (REE)—the amount of energy your body uses at rest a.k.a. "how many calories you burn without activity."

Currently, the gold-standard for obtaining this data is by using what's called indirect calorimetry: an expensive and widely inaccessible piece of machinery in most clinical settings. By utilizing a neural network to predict this data instead of direct calorimetry, hospitals, nursing homes, and other clinical facilities could obtain more accurate data at a much lower cost. Resulting in increased efficiency & personalized nutrition.

It's advancements like these that could eventually lead to you being able to send in a few stool samples, a saliva test, and fill out all other pertinent data via the use of a cell phone app, all in the comfort of your own (socially distant) home.

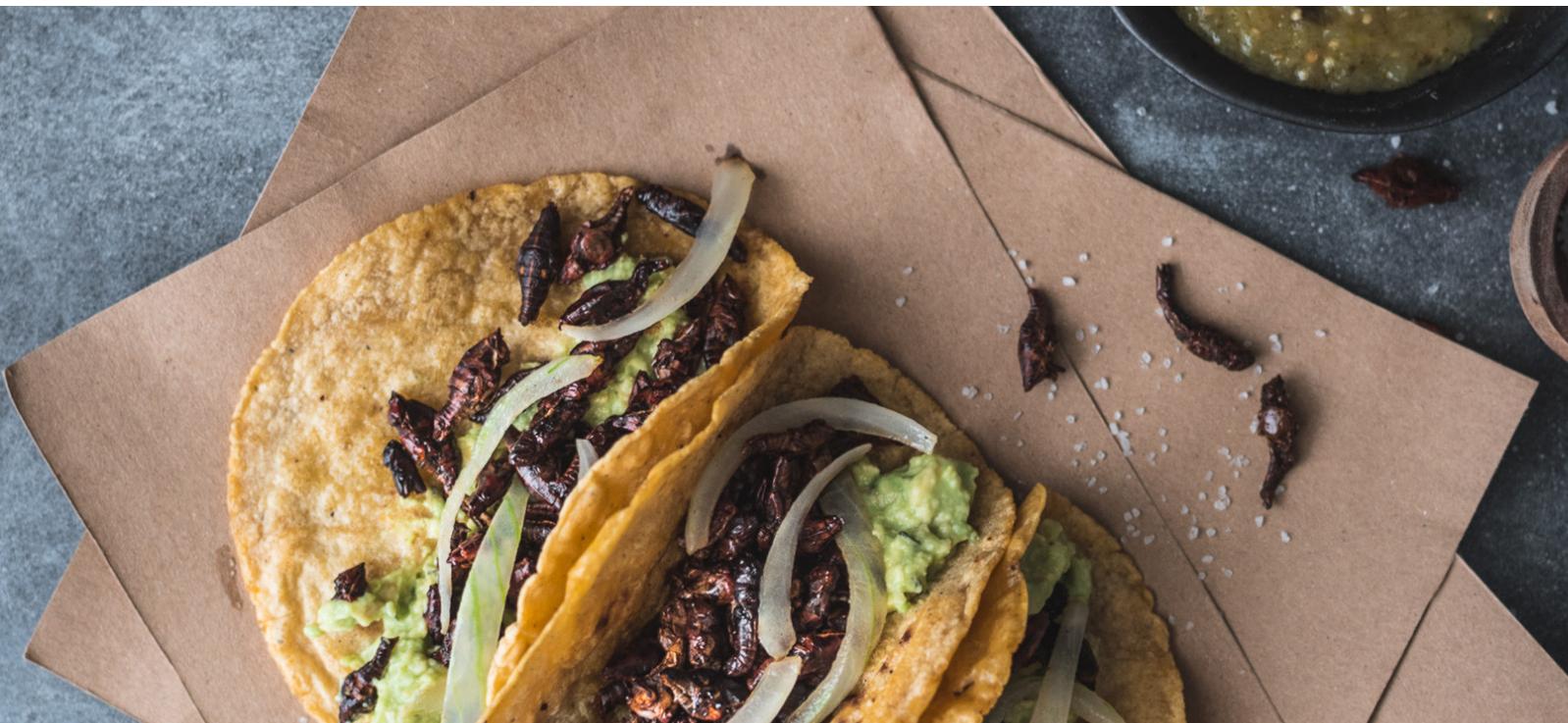
In my humble opinion, this seems to be the direction in which the world is heading: personalized care at a faster, more accessible, and lower cost. Is this better for the world at large? So long as we are proactive in placing the proper policies and ethics in place, I think it could be.

Until then, we'll have to settle for the occasional promising research study, organic multivitamins, and our plain ol' human brains to inform us on what and how much to eat.



EAT LOCUSTS: BUGS BITES

Q & A WITH MERCI MERCADO



(Q) You sell bugs.

What's up with that?

(A) We're a family business in love with the products we bring to the market. And we're nerds and foodies too! Our company is founded on four fundamental values, one of them is Sustainability. This is our tiny contribution to leave our Pale Blue Dot in a better shape for future generations.

(Q) But Bugs... Really?!?

(A) Not bugs in general, but grasshoppers or chapulines specifically. Four reasons, four values. They are very healthy, with tremendous protein punch, one of the highest protein contents occurring naturally. They are versatile, either as a quick snack or as an ingredient for a killing appetizer, or unforgettable entrée.



(con't) They are sustainable in the wide sense: they use less resources such as water and land. We then decided to found Merci Mercado to locate and "rescue" those forgotten ingredients that contain great gastronomic, cultural, and social value.

(Q) So, are you guys foodies?

(A) We're huge foodies, always interested in tasting new things, flavors, and experiencing world cultures through their cuisine. Three Co-Founders grew up in a region of Mexico and one in a region of France where insects are not part of our regular diets. However, we love great food and unforgettable meals with friends and family. We heard that grasshoppers / chapulines were a fundamental component of the social fabric in Southern Mexico, so tasting grasshoppers was an absolute must.

CHAPULINES ARE GRASSHOPPERS OF THE GENUS SPHENARIUM THAT ARE COMMONLY EATEN IN CERTAIN AREAS OF MEXICO.

(Q) What if some people are afraid of bugs? Are they clean? Safe?

(A) If people like shrimp, or lobster, or raw fish in sushi, what prevents them from trying grasshoppers? Our chapulines are extremely clean and have been properly certified as a healthy and sustainable food product. Furthermore, the chapulines we bring to the market are pre-cooked and roasted, they have no antennas, legs or wings which makes them more attractive to the eye. And easier to be eaten out of the jar or to be cooked in your kitchen.

(Q) Do you have recipes available?

(A) Of course! Ask no more: we have partnered with great chefs in Mexico, the U.S. and Europe to come up with great recipes that pair with our products.

www.mercimercado.com





THEY HAVE CHAPULINES SWAG TOO FOR THE HARD TO BUY FOR BFF.



Lunch Box Note



Let It Grow

BY DESTINY PUZZANGHERA

Remember the summer? The sunny days and the colorful fruits? Days that were filled with sweet fragrances and long hours of daylight? Nope? Me neither! As we sit in our apartments staring at a Zoom screen we feel that this blank stare is our new permanent expression. This might not actually be the case. It's good to remember that as we approach the winter and the growing season slows that this is true for fruits, but not for you! There is hope! These days many people are wondering: am I still growing if I am trapped at home? How can this be growth if things are happening so slowly?

Well, I have good news. A winter of less activity can mean more inner growth. Like foods in a greenhouse, the time spent indoors can make you strong. As you emerge from this winter you will have changed to a deeper fuller and perhaps more colorful version of yourself. Every day we are moving closer to a freer, safer future. So instead of rotting on the vine, come alive this season and choose to water your mind. When the spring arrives, it will bear the fruits of your time at home. You may even feel rebooted! Spring joy is on its way because like you, it's growing right now!



Page 1 Books For the Foodie Bundle

Is there anything better than delicious, homemade food during the holiday season? This is the perfect gift for that person who's always at the stove stirring up a meal with love!

page1books.com



STEEPED COFFEE is the easiest way to make a great cup of coffee anytime, anywhere, in minutes. Take Your Moment — at home, work, or on the go. Steeped Single-Serve Coffee Bags are filled with 100% hand roasted specialty coffee and are crafted for quality, convenience, and sustainability.

Help them support healthcare heroes by gifting 5, 10, or 30 Steeped Coffee Packs. They will match every gift, pack for pack, and deliver directly to frontline healthcare workers across California.

steepedcoffee.com

HUNGRY REPORT

PLANT POWER

BY DAVID DAVIS

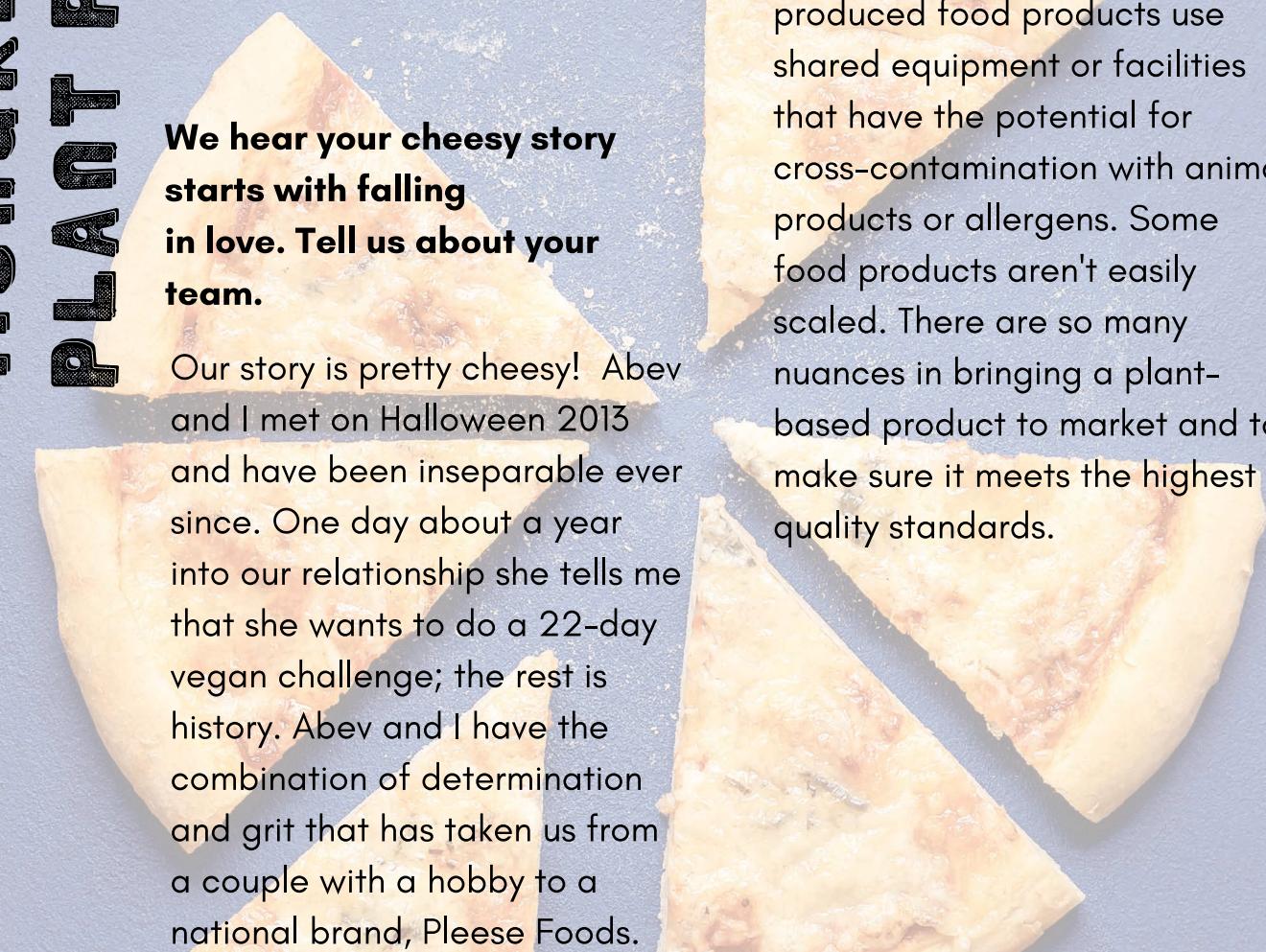
/INTERVIEWING VANGUARD FOODIES DOING
TECH RELATED PROJECTS/
KOBI REGEV CO-FOUNDER & CEO/
PLEESE FOODS

We hear your cheesy story starts with falling in love. Tell us about your team.

Our story is pretty cheesy! Abev and I met on Halloween 2013 and have been inseparable ever since. One day about a year into our relationship she tells me that she wants to do a 22-day vegan challenge; the rest is history. Abev and I have the combination of determination and grit that has taken us from a couple with a hobby to a national brand, Pleese Foods. Our strength as a couple is knowing how to elevate one another when things are down and appreciate the small victories as we grow.

What does being a "Plant Based Producer" mean?

A Plant Based Producer is someone who has the knowledge and experience to take a food product idea from the kitchen to full scale production. Many mass-produced food products use shared equipment or facilities that have the potential for cross-contamination with animal products or allergens. Some food products aren't easily scaled. There are so many nuances in bringing a plant-based product to market and to make sure it meets the highest quality standards.



Q&A WITH KOBI REGEV CO CEO PLEESE FOODS



How is tech used in your product?

What makes Pleese different from most cheese alternatives on the market is that our unique recipe can be scaled up using the same equipment as a modern day cheese production facility. This means we can rapidly scale using repurposed equipment without having to invest in a new infrastructure. Our amazing R&D team worked tirelessly to get Pleese to both meet our rigid requirement to reach the perfect trifecta of taste, texture and melt, while also being able to be produced at a scale that meets the current US demand.

What benefits do techies get from your product? How can people get it?

If you find yourself in the position where you need to take a medication to eat cheese, then Pleese is for you. Pleese is so good that most people can't tell the difference and it's approved by award winning pizza chefs as well as the most critical consumers on the planet, kids from New York City. It takes 10 pounds of milk to produce 1 pound of cheese which releases 30 pounds of CO₂ into the atmosphere. Cheese is the third largest contributor to climate change after beef and lamb. Since we can't completely change the dairy industry overnight, in the meantime to help offset their impact, we are planting a tree in a National Forest for every case of Pleese sold!

www.saypleese.com

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