

MEATING IN THE MIDDLE:
CULTURED MEAT

SICK TEXTING:
OSTREOIDEA.

GOING AU NATURAL:
OUR VINO PICKS

4 NERDS THAT NIBBLE

TASTY SEXY

This issue is meaty!



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CULTURED MEAT



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OSTREOIDEA.



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OUR VINO PICKS

A close-up photograph of a fortune cookie. A small, torn piece of white paper with red ink is tucked inside the cookie's paper sleeve. The visible text on the paper reads "YES. DO IT WITH CONFIDENCE". The cookie itself is a light brown color with a slightly irregular, crumbly texture.

YES. DO IT WITH CONFIDENCE

We listen to Cookies Here

A fortune cookie is a crisp and sugary cookie usually made from flour, sugar, vanilla, and sesame seed oil with a piece of paper inside, a "fortune", on which is an aphorism, or a vague prophecy.

IS YOUR BANANA GOING BROWN ON YOU? YOU ARE NOT ALONE.

Bananas produce ethylene gas over their ripening period. By covering the stems with plastic or aluminum foil, you can avoid it from extending to other parts of the fruit, keeping the pulp from softening too quickly.

IT'S CORN SEASON

A large wooden bin filled with ears of corn, some still in their husks. The bin is made of weathered wood and is tied with metal wire. The corn is piled high, spilling over the edges. In the background, there are more wooden structures and some people's legs.

**GET AN EARFUL
UNNECESSARY
FOOD FACTS**

BY JAY MALONE

GET AN EARFUL

CORN IS A CEREAL CROP THAT IS PART OF THE GRASS FAMILY.

AN EAR OR COB OF CORN IS ACTUALLY PART OF THE FLOWER AND AN INDIVIDUAL KERNEL IS A SEED.

ON AVERAGE AN EAR OF CORN HAS 800 KERNELS IN 16 ROWS.



THIS CORN HAS 99 CALORIES



SPEEDY PICKLED RED ONIONS

JESSICACORDINGNUTRITION.COM

PLANT-BASED RECIPE THAT WOULD BE GOOD FOR A PICNIC OR BBQ.

Ingredients:

1 cup water
½ cup apple cider vinegar
1 tablespoon sugar
1 teaspoon salt
1 red onion, thinly sliced

Directions:

1. Whisk together the first 4 ingredients until sugar and salt are dissolved.
2. Pour vinegar mix over onion and store in a jar or airtight container in the fridge for at least 1 hour.
3. Drain before using.



To serve: Garnish tacos, meat, salads, sandwiches, chili bowls, and more.

DIGITAL

FOOD

SCALES

Do I Need It?

If you're a baker the answer may be, yes. Baking is more science than art and precision measurement of ingredients is essential to having a good, consistent product. A digital scale may also help with portion control and tracking nutritional information. It's hard to eye-ball 100 grams of cornflakes. Finally, a digital scale can be useful in making mixed drinks, there are some that connect to recipes and actually tell you when to stop pouring. But, let's be honest, aside from the occasional party or that attempt at making bread from scratch, this is not a necessity in the kitchen and might just be a reminder of past baking failures.

It is Safe?

It's safe in and of itself but for some people it might represent something more. A scale to constantly measure food may be part of a well thought out weight loss program but it can turn into an obsession that mimics disordered eating. As long as you can handle having a scale, it should be safe.

MY FOOD GETS SO NERVOUS BEFORE I WEIGHT IT.



MEATING IN THE MIDDLE: CULTURED MEAT

THEN: FARM TO TABLE MOVEMENT. NOW: LAB TO PLATE MOVEMENT?

The concept of food grown in a lab has moved from sci-fi fantasy to culinary reality. Cultured meats, also called "clean meat" or "in vitro meat", does not come from the carcass of an animal, but is produced in a laboratory. In fact, it requires little animal involvement and under a microscope it is undistinguishable from tissues derived from animals grazing in a pasture.





SORRY THEY
CAN'T GROW
IN RIB FORM
JUST YET



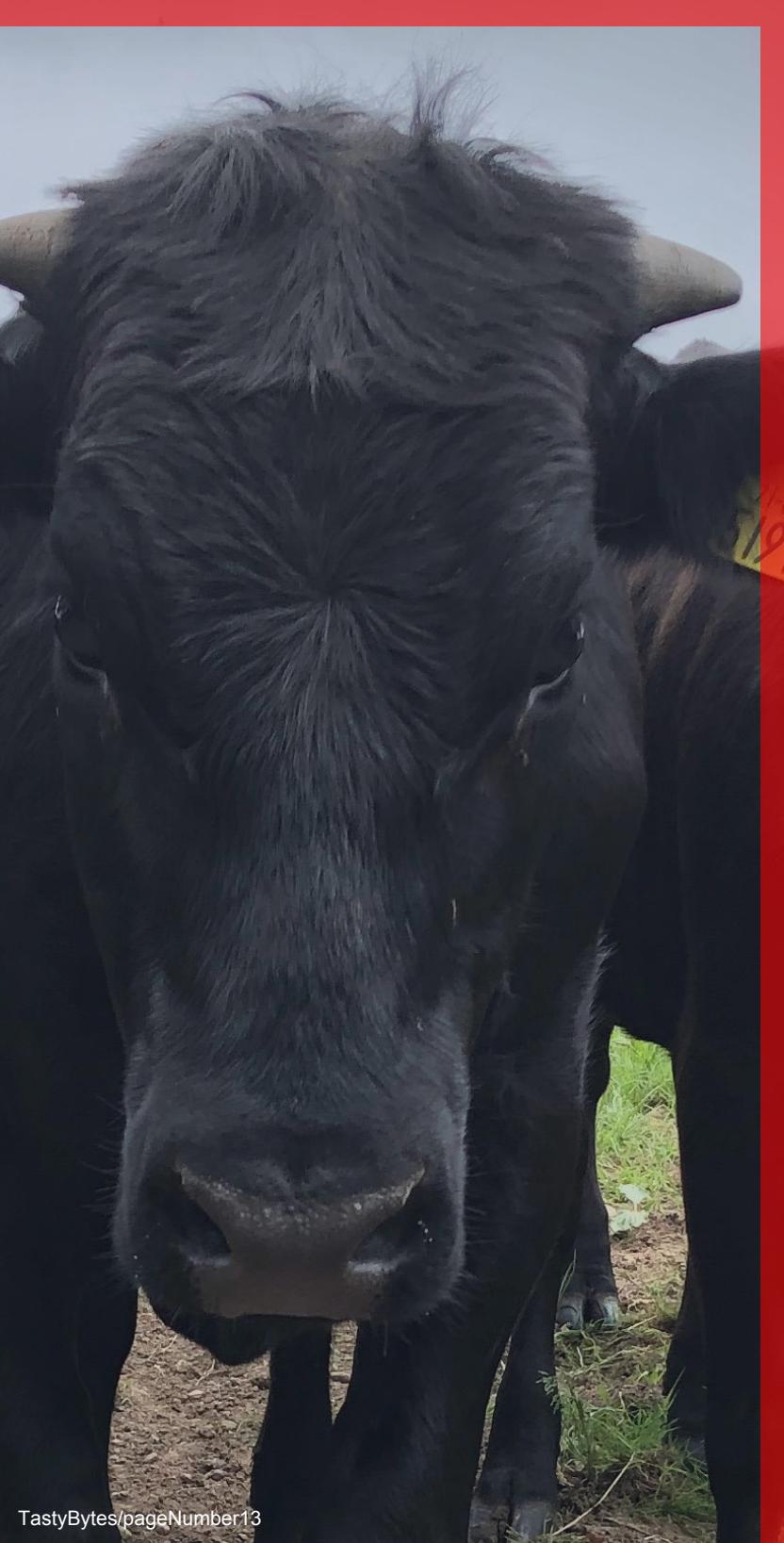
Over the last decade, there has been exponential increase, interest and investment in creating lab grown meats. There are over thirty start-ups all over the world vying for the chance to be the first to have cultured meat in restaurants and on grocery shelves. Mosa Meats, founded by Mark Post who is a pioneer in the cultured meat space, states that they are on track to have cultured meat on shelves by 2021. In California, the company Memphis Meats made the first cell-based meatball in 2016, and the first cell-based poultry in 2017. In December 2018, the first steak not requiring the slaughter of a cow was created by Future Meat Technologies in Israel. US-based Finless Foods and Blue Nalu are working on cultured fish and scientists at the University of Bath are cultivating pig cells on blades of grass with the hope of producing bacon. Investment from well-known venture capitalists like Richard Branson and Bill Gates continue to grow and food giants such as Tyson Foods and Bell Food Group are also getting in on the action.

While scientists and advocates continue to promote the benefits of cultured meats, consumers must pay closer attention to what is going on and make informed judgments of their own. Upon evaluation of these, one obvious advantage is that this is a more humane way to source animal protein. It does not require an animal to be killed or harmed.

Another benefit of producing meat in a controlled environment is the potential to reduce contaminants that cause foodborne related illnesses. Foodborne diseases are estimated to cause 6 million to 81 million illnesses and up to 9,000 deaths in the United States each year. Apart from these there is another benefit that is worth exploring. Cultured meats provide the opportunity for personalised nutrition.

While cultured meats are touted as a more sustainable option, one has to wonder: will this offer a short-term solution, while creating a long-term catastrophe?

As of now there are no studies on the effect on cultured meat on human health. We have no real idea of the economic or environmental impact. We must consider that the mass production of cultured meat may place the power of supply into the hands of large corporations, who have access to the resources and the technology.



Trust is another issue, as standards of labelling and identity continues to be a major challenge for the food industry. Innovation continues to outpace legislation, which often leaves consumers at the mercy of producers who may or may not take advantage of loop holes in laws and regulations. Cultured meats are also expensive! When the first lab grown burger was unveiled in the Netherlands in 2013, much of the hype subsided when they revealed it cost \$33,000 to produce. Many believe that the eventual full-scale production of cultured meats will make it more affordable. In a recent interview, Bruce Friedrich, Executive Director of the Good Food Institute - a non-profit organization that supports cell-cultured meat start-ups - estimated when cultured meats begin to appear in restaurants a burger may cost \$50. Although this cost is considerably less, if you are a family of four, spending \$200 on one meal of hamburgers just isn't practical.

Despite these concerns, the production of cultured meats seems to be a step in the right direction. We must use the technology available to explore all avenues to create a sustainable way of sourcing and producing food. We should not fear the new and unknown; instead we should learn from the lessons of the past with the intent of making better food decisions in the future. We must remember that knowledge is power and as consumers we also have some power to influence what and how food is produced.

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online and in real life



THOUSANDS OF
BRANDS RELY ON
ZIPKICK FOR MARKETING



TOP 5 CITIES
SAN DIEGO NYC HOUSTON
LOS ANGELES CHICAGO



126K+
IMAGES ON INSTAGRAM USE
#ZIPKICK TO HELP CONSUMERS
DISCOVER THEIR BRAND

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- ✓ Content Creation
- ✓ Digital Ads
- ✓ Email Marketing
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- ✓ Instagram Growth
- ✓ Restaurant Influencer Event
- ✓ SEO
- ✓ Social Media Management

Growing your brand shouldn't be *expensive*, *exhausting*, or *overwhelming*. You deserve a trustworthy team that can best express your brand to make sure that it stands out from the crowd. Our team is responsive, hands-on and experts at what we do.

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SICK TEXTING: OSTREOIDEA

BY SCOTT KEATLEY, RD, CDN



It is said that “an oyster a day will keep the doctor away,” but what happens when the oysters themselves are not feeling 100%? I know we don’t normally think of oysters as an animal that can get sick but just like dogs can get colds and birds can have anxiety, these little bivalves can get stressed and not grow properly. Since oysters take about 1.5-2 years to reach maturity it is very important for oyster cultivators to know what’s happening in the water and be able to adapt their techniques to the issues facing the oysters.

In the old days (pre-1990), the farmers had no idea what was happening in the rack and bags, a preferred method of cultivation. An issue would arise, like acidification of the water, and the oysters would not be able to adapt, so they died, ruining an entire crop. The expense to the farmer is immense and a sick oyster does not filter water and phytoplankton like they are supposed to, which decreases the health of their estuaries. The industry was in a panic and needed a solution—they turned to Japan.

In Japan or “Nihon” as addressed by the locals, savvy oyster farmers were placing monitoring equipment throughout their oyster bags. When the water got to warm or the salinity level decreased, the oysters literally sent out a distress call via text message to the farmers cell phone, notifying them of the location of the issue. The farmers could then go to that bag and solve the issue—saving hundreds of oysters and decreasing financial loss.

We’re using this type of technology in the United States as well. Researchers like Joseph Salisbury from the Ocean Process Analysis Laboratory at the University of New Hampshire are continually working on equipment that can help monitor the waters oysters thrive along. This technology measures the sea water pH, water temperature, salinity, air temperature and relative humidity. By having this data in real time oyster farmers are able to make adjustments such as moving bags or rotation that can make up for temporary changes in conditions.



Many oyster monitoring stations are sustainable, using solar or tidal power to keep their equipment powered for 18+ months. And, just to let you know how smart your oysters are, they communicate with the land-based stations using a modified JSON language. Yeah, that's right, some oyster beds may be able to build an app better than your local weather station!

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WHY AREN'T YOU
FREAKS EATING
BREAKFAST?

I'm calling you out—all 25% of you that routinely skip breakfast. What's the deal? Why aren't you eating what is commonly referred to as the most important meal of the day? I mean, Buddha, who only ate one meal a day (a bowl of rice for those who are curious) reportedly ate it before noon. Are you smarter than the Buddha? Do you know something we don't? I don't think so.

This is my clarion call to all of you who think you're "too busy to eat" or "not really hungry before 1PM." Stop it. Take the time to have a well-rounded breakfast and the rest of your day will be better. Studies routinely show that those who have a good breakfast (protein, carbohydrates and some fat) have less cortisol (stress hormone) in their blood, have healthier weights and are more productive during the first part of their day. If that's not enough for you, having a good breakfast can reduce your risk of chronic degenerating diseases including type 2 diabetes and cardiovascular disease while at the same time improving your gut health, which is code for less poop problems...



So, let's just get to it, set the alarm 12 minutes earlier and get some good grub in that belly. You'll thank me later.

break·fast

/'brekfəst/

noun

1.

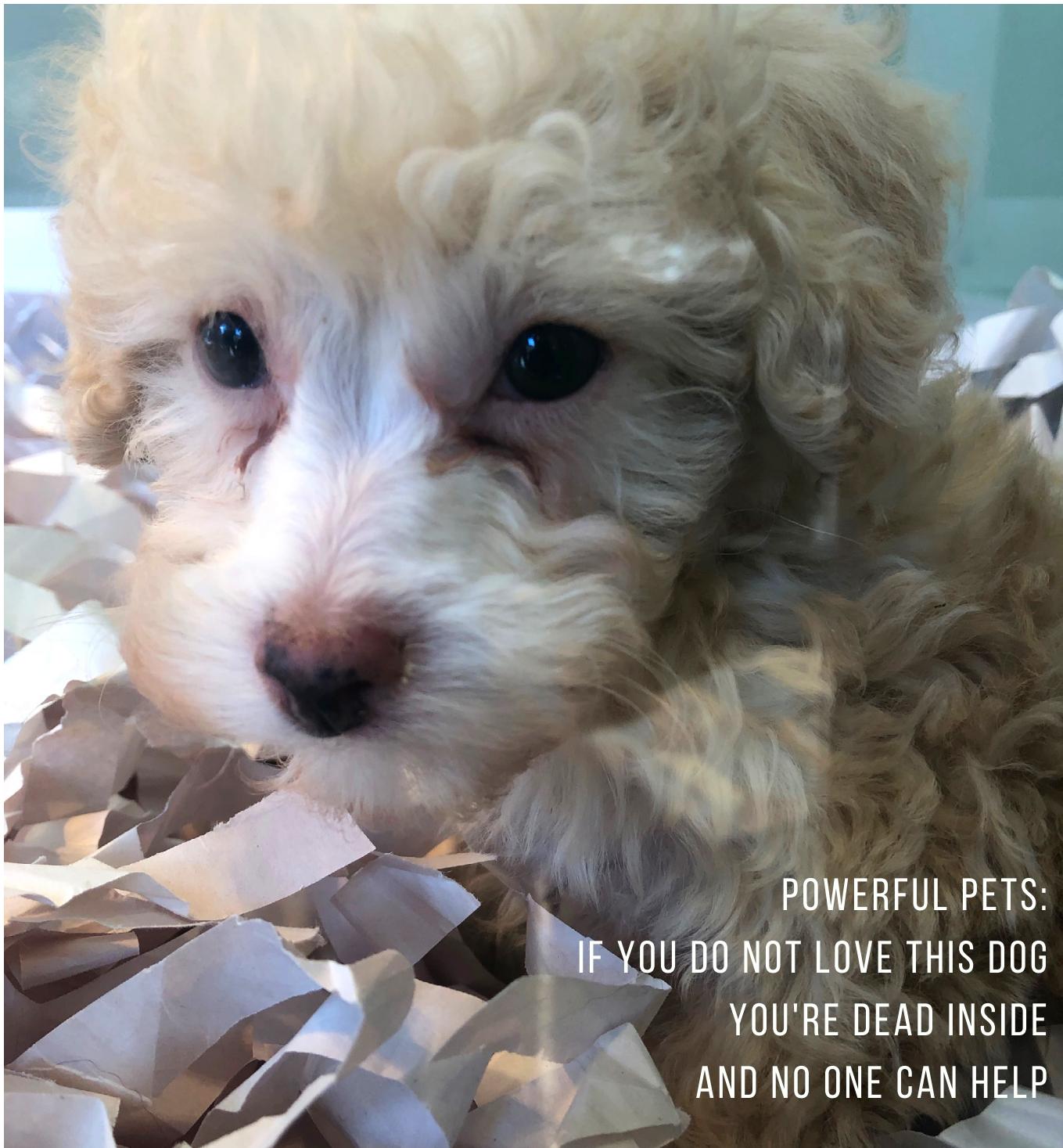
a meal eaten in the morning, the first of the day.

"I don't eat breakfast"

Why is this Google's helpful example sentence. AHHHHHHH!



WHY **NOT** HAVING AN OFFICE PET IS THE NEW SITTING



POWERFUL PETS:
IF YOU DO NOT LOVE THIS DOG
YOU'RE DEAD INSIDE
AND NO ONE CAN HELP

BY YVETTE STEPHENS

POWERFUL PETS



This little monster above named Surprise could not say it even better. If your office is animal free you're missing out on some pretty amazing benefits these four legged friends are offering.

MORE LOVE, LESS STRESS

Don't worry we know about Time Out and we aren't talking that type of "office love." Instead, why not avoid those nasty lawsuits and let your employees bring in some love of their own in the form of their well-behaved pets to hang out for the day? We know the tech world can be a stressful business, from your overworked coders to your hungover sales team. (Yeah John, we are looking at you.) Any way you slice it your team is fried so bring on the pups for the following reasons:

1. Walking keeps your employees healthy. Dogs have needs and fortunately we don't have everything at our desk. We've got to get up and take them out, get them water, or chase a ball that they wanted us to throw but never fetch. You may not get your recommended 10K steps a day in but getting up from the chair and walking is good for joints, muscles and burns a few calories.

2. It's cheaper than an office therapist. Ever get frustrated at a co-worker? Maybe your boss? That beautiful golden lab will relieve all of your stress from those encounters and prevent Becca from Corporate coming down and having to speak to everyone about "Anger Management".

3. It makes work fun!

Work can sometimes be work but taking a break and seeing a pup light up because you're heading to the break room can make all the difference in a dull day. It can get you thinking, "Maybe I should be more excited by the everyday things like Lucky here."

4. Your beard is dirtier than them.

Studies have shown that there is more bacteria and germs in a man's beard than on dog fur. So, instead of stroking your circa-1880 mutton chops as you come up with ideas, pet a puppy—it's cleaner and you won't look like a super villain.



Yes they poop and bark
and act crazy
when you don't feed
them but so does every
one of your other
employees. Pound
for pound these little
pups bring intangible
joy to any workspace.
Oh no! That on peed
again!



OFFICE EATS: TAKEOUT CHINESE

BY LESLIE CORTEZ



Wanton Noodles with
Wanton Noodles with
Seafood Noodles in S
Seaweed Noodles in S
Shred Pork with Smo
Mushroom Noodles S
Jumbo Shrimp Nood
Subgum Noodles So
of Ball Noodle So
ot Noodle So





Ordering Chinese take-out for a late lunch at the office is a no-brainer. Everyone loves it and the food travels very well. But when scouting for that elusive delicious and cost-conscious Chinese to-go, try food from the different regions. For the classic go Cantonese and try seafood, soups and sauces. The mountain region of Fujian/Hokkien provides a heartier feel to their meals. For spice, you cannot go wrong with Sichuan style cuisine. And if you want simple go with Hunan style cuisine as it is known as the "Land of Fish and Rice." Any way you go it'll be delish.

Walk after lunch.
Lo mein can contain more than 900 calories of mostly carbs!

TO GO

MUST EAT NEAR YOU

- Cantonese-style - San Francisco, California

R & G Lounge

If you're looking for the soul of Chinatown, start here. You can get their iconic fresh salt-and-pepper crab delivered.

- Hokkien-style - Chicago, Illinois

Chi Cafe

Always an abundance of food, the Chi Cafe delivers hot and fresh dishes late into the night for midnight coding.

- Schuan-style - Alhambra, California

Chengdu Taste

The menu captures the hot, spicy, and numbing nature of the region like few else do.

- Hunan-style - Columbus, Ohio

Hunan Lion

More of a classic American Chinese menu the fish dishes are true to the classic flavors of Chenzhou.

Best Duck Soup, East Coast

Great NY Noodle & It's Under 7 Bucks!



28 BOWERY, NEW YORK, NY

GOING AU NATURAL: OUR VINO PICKS



GOING AU NATURAL

GOING AU NATURAL

BY SOME OF OUR STAFF BUT WE CAN'T REMEMBER
BECAUSE THERE WAS SO MUCH VINO

GOING AU NATURAL:
OUR VINO PICKS

High atop Rockefeller Center in New York City gather an unimaginably large group of winemakers, wine producers and oenophiliacs (AKA wine lovers). We brought the Tasty Bytes team to do the hard work for you. Yes, we tried over 200 wines from 50 wineries across the state of New York to bring you the best in East Coast wine. It's a tough job but someone has to do it!

With over 21 grape varieties from the five growing regions (Long Island, Hudson Valley, Finger Lakes, Niagara and Lake Erie) there is bound to be something good for everyone. Our picks have to meet a couple criteria: (1) it can't be too expensive: once you start going north of \$25 a bottle we get gun shy; (2) it has to actually taste good--there is a lot of wine out there and, well, not all of it can be good, fear not, these all are; (3) there has to be something interesting about the wine, a cool story, unusual flavor, a nice label, something that can help us make conversation; (4) it has to be sustainably grown not because we love the Earth, which we do, but because we want to be able to drink more in the future; (5) they have to ship nationwide, where legal.

With all that in mind check out our picks and bring these delicious wines to your table.



Cool Terroir 2015

(Syrah, Merlot, Cab Franc, Cab Sauvignon grapes)

\$15 per bottle

From the Arrowhead Spring Vineyards, located in the Niagara region, the land where these grapes are grown is the site of an ancient native American campground. While preparing a field for planting ancient architecture was found and turned over to the local university for preservation. The winemakers respect the ancient traditions and seek to integrate the vineyard into the natural living systems around them. Also, the wine label logo is pretty cool!

arrowheadspring.com

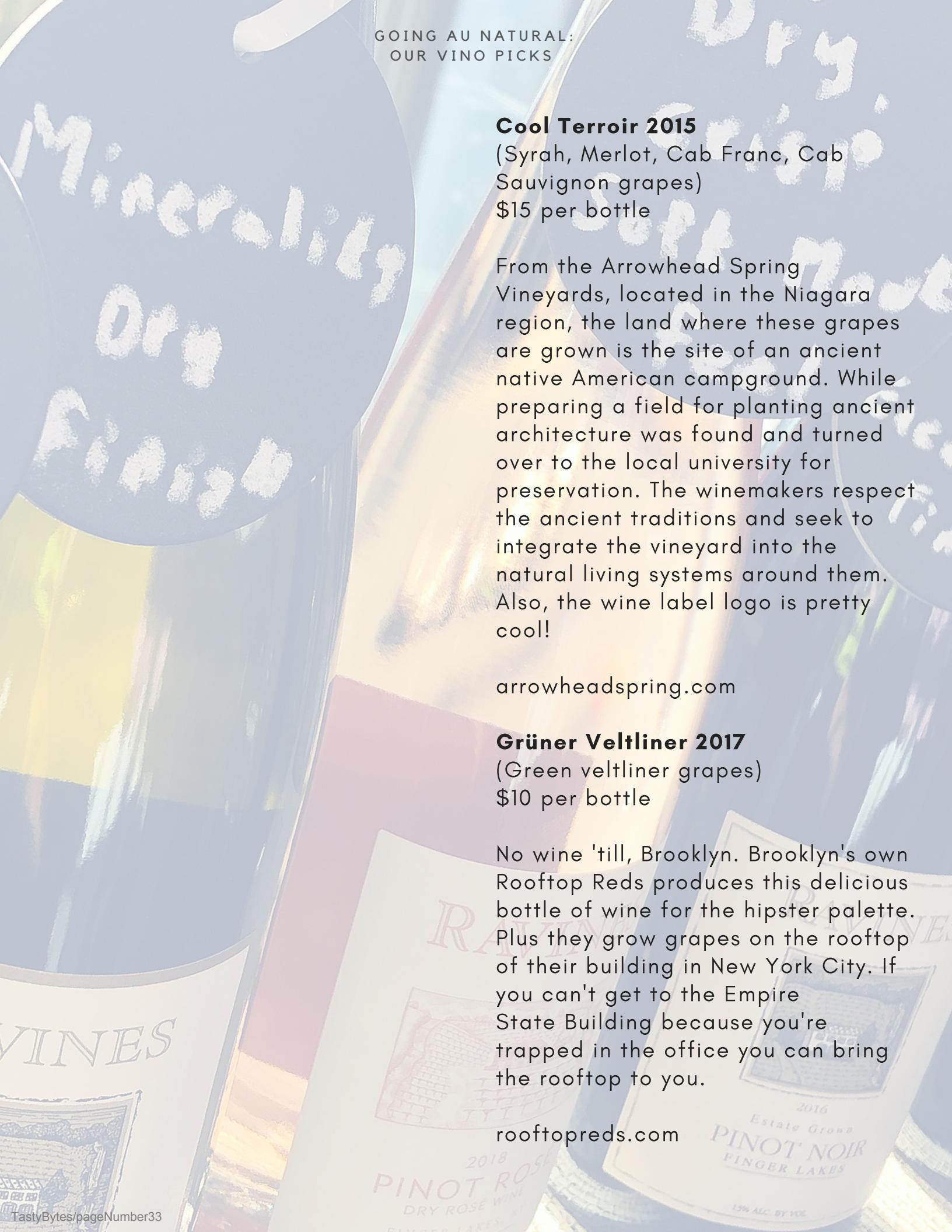
Grüner Veltliner 2017

(Green veltliner grapes)

\$10 per bottle

No wine 'till, Brooklyn. Brooklyn's own Rooftop Reds produces this delicious bottle of wine for the hipster palette. Plus they grow grapes on the rooftop of their building in New York City. If you can't get to the Empire State Building because you're trapped in the office you can bring the rooftop to you.

rooftopreds.com



Chocolate Obsession

(Proprietary Blend)

\$9.95 per bottle

This wine from the Victorianbourg Wine Estate will not please the highbrow crowd but may be the best dessert wine ever. With this wine you can skip the brownies and cake. One of our taste testers said that it "was like a liquid chocolate-covered strawberry" and she would like more, please.

victorianbourg.com

Quimby White 2008

(100% Niagra grape)

\$20 per bottle

Built on a 1900s winery and prohibition era distillery (don't tell the feds), the Stoutridge Vineyard is using solar power for its needs and using gravity rather than pumps for filtering. The result a sulfate free white wine, that will limit the post-bottle headaches. From the Hudson River Region this white is crisp and delicious.

stoutridge.com

Rosato Cabernet Franc 2018

(100% Cabernet Franc grapes)

\$30 per bottle

This is THE best Long Island wine we have ever had. The Channing Daughter Winery is a reflection of the Hampton's community it resides in. And although this wine is at the highest price point of our picks we all thought it was worth it. Also, they win the award for coolest label design.

channingdaughters.com

Blanc de Blanc 2014

(100% Chardonnay)

\$22.67 per bottle

The Lamoreaux Landing Wine Cellars in the Finger Lakes region is making a sparkling wine that even the Frenchies would like. Designed to be celebrated, the Blanc de Blanc is made in the traditional style which means the grapes are picked and crushed within minutes and as the wine ages the bottles are turned by hand to keep the natural yeast moving.

lamoreauxwine.com



fresh apps you should have already



TRUECALLER 4 THE FILTERING FOODIE

It's the summertime and the last thing we want to do is pick up our phones 30 times a day and deal with the flood of spam callers that are invading our outdoor-in-the-sun time. Truecaller automatically identifies spam and fraud calls before you pick up and blocks unwanted callers.



SKOUT+ 4 THE OPEN FOODIE

It's time to eat and you're on the road traveling to your next destination. With the help of Skout+ app, you can instantly meet people near you or around the world anytime, you can chat and see who checked you out, you can get updates from nearby users. Maybe even share a meal!



PICZONE 4 FOODIE PIC FOODIE

Spent a week in the Hamptons? Did some of August in Europe? Hung out with people you only see once a year? Then you've got tons of pictures to share. PicZone comes with two main features which are photo editing with lots of tools and photo collage maker function including many collage decorating tools.

— Chelsey Amer —
NUTRITION

Thrive in 5

50 Quick, Balanced, & Healthy
5-Ingredient, 20-Minute Meals

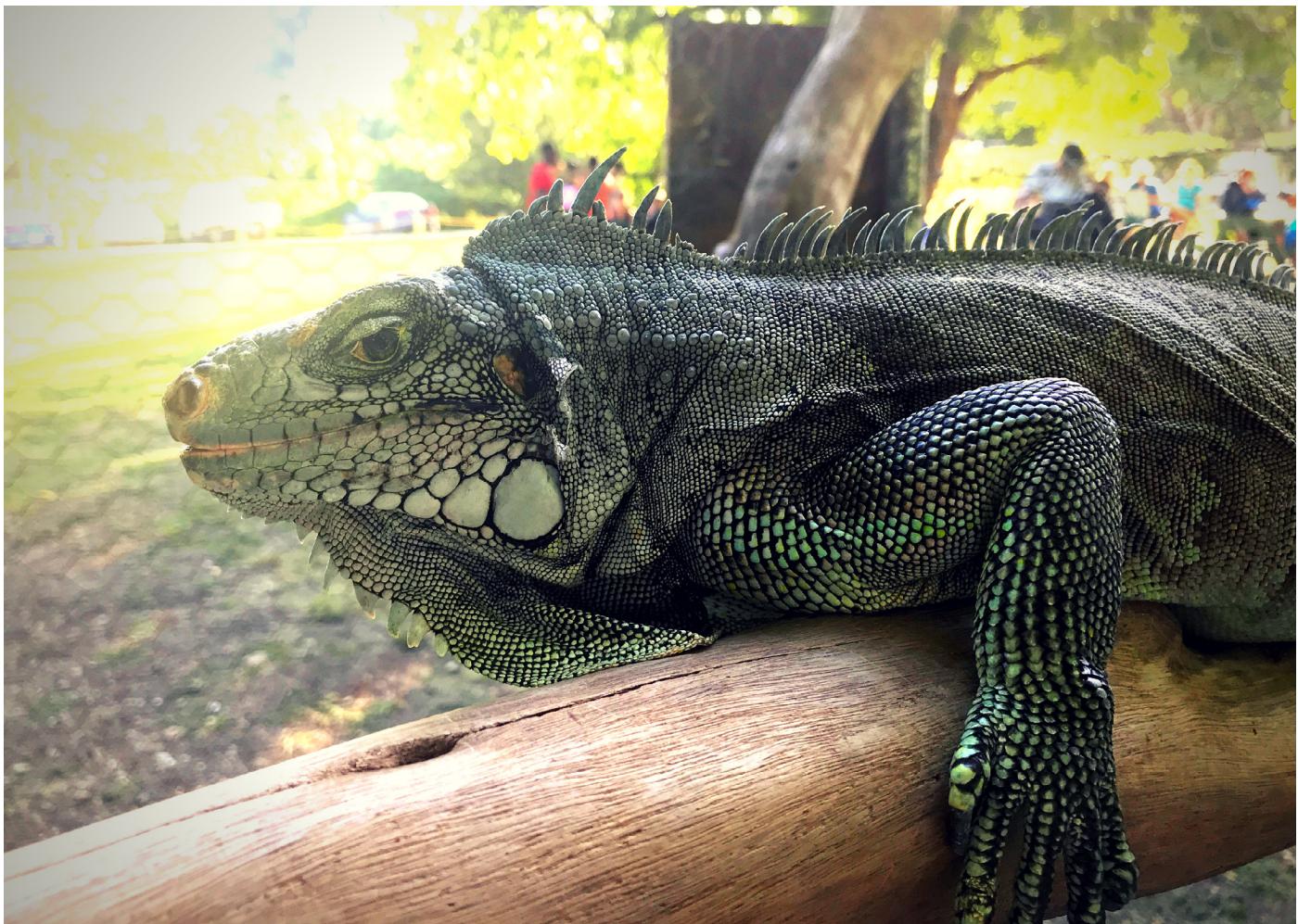


INTERN'S EBOOK PICK!

Your Recipe Guide to Get Dinner On The Table
With 5 Ingredients and In Less Than 20 Minutes

TECHIES WHO TRAVEL

WILD WANDERING



If you think you get dry skin when you travel for work, you're not the only one. Taking care of yourself during summer work trips is no day at the beach. So, we're going take our health cues from the ultimate summer mascot, the iguana.

They are herbivorous lizards that are native to the tropical areas of Mexico, Central America, South America, and the Caribbean. They know how to handle life in the tropics! Here are 3 ways to live and thrive like our cold-blooded friends when you're visiting the warmer weather for work.

VEGETABLES ON THE ROCKY

1. Eat. Primarily herbivores, iguanas are active during the day, feeding on leaves, flowers, and fruit. We should take notes from these creepy little creatures and pack in the green leafies. Munch those minerals and vitamins by adding non-starchy vegetables like artichokes, asparagus, broccoli and cabbage to your menus, just to name a few. It's great for your skin which might need all the help it can get after being in the sun for the first time in 3 months. Don't worry we'll just add it to your room service bill—this can be expensed right? Just accept it Janie from HR, I mean it.

2. Swim. Yes, iguanas swim and so should you. It's weird to think of them hitting the water but they do. In fact, when I should be working on an update you can find me instead liking the Instagram posts of @iguana.of.ig, they have insane iguana swim pics to give you inspiration. Swimming burns a ton of calories and can keep your muscles tone and in check as you travel. A 130-pound person swimming freestyle for one hour will burn 590 calories. So, even if you spend the whole day at a tech conference or behind a computer you can still do a night swim so toss on that speedo.

#TOSSONYOURSPEEDO

3. Meditate. Now I'm not sure if iguanas are really meditating, but they do spend a lot of time standing still and chillin'. I suggest you do the same. Find time to clear your mind and just "iguana". You'll be in a better place mentally and there are tons of physical benefits like lower blood pressure and the lack of rage at the intern who forgot to back a piece of equipment. Travel can be stressful but luckily you can learn to relax and mindfully meditate anywhere like our green role models.

The goal is to capture the emotional turmoil and elation of the self-discovery process through dance and food, while also examining the concepts of cognitive dissonance and confirmation bias using elements of immersive theatre, dance and conceptual food & drink.

HIDDEN is coming soon in Summer 2019.



**Foodie Art
Editor's Pick**



HIDDEN
in partnership with I AM Dining

HIDDEN is a multi-sensory dining experience utilizing food & drink, virtual reality and dance as mediums to explore different aspects of who we are -- and to ultimately recognize the impact of the stories we tell ourselves, the realities we deem true.

studioatao.org/hidden



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