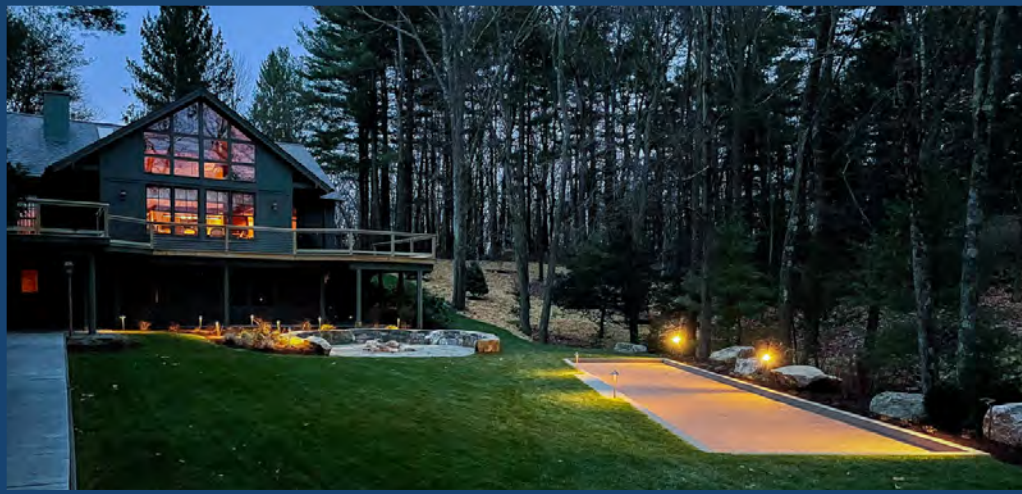


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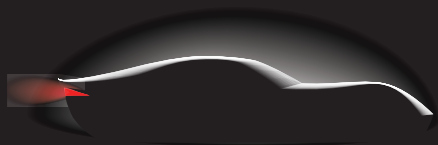
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## YUMMY-YUM-YUM!

Maybe Justin Bieber was onto something with his song "Yummy" ... you can't stop humming it now, can you? Prepare yourself because that might just be the theme song for this issue, it is our "Food & Drink" issue after all! For those not in-the-know, every July for about a million years now (OK maybe not a million but getting close to ten years) we've put forth a "Food & Drink" issue every July. It has quickly become a fan-favorite, because ... well,, who doesn't like food and drink? We certainly love it and I personally love putting this issue together because everything in each issue is so vibrant, colorful, and delicious. So begin humming "Yummy" now before you start flipping through the pages.

This issue has a little bit of everything for you: we of course have our standard "artist profile" ... alright, so there's one article that's not food and drink related, but perhaps some of the art on display at the Wassaic Project this summer might have some food or drink in the art? Maybe.

We've got a few chef and restaurant profiles in this issue, one of which is located in Connecticut and the other in New York. The articles feature two great chefs, two great restaurants, and their the stories of how these particular restaurants came to be. And if you happen to go dine at these two fine establishments after reading our stories, do us a favor and tag us on social if you take a pic of your food and post it!

There are some amazing fundraising events happening this summer, like the Jane Lloyd Fund's clambake. Good cause + food = winner to me! If you're not familiar with the Jane Lloyd Fund and their amazing work, I implore you to read this article and learn more. If nothing else, their clambake sounds delicious. And speaking of delicious, we've got two recipes this month, we also have a story about the University of YouTube when it comes to cooking and baking. Yep, you read that correctly, "University of YouTube" and that's all we're going to say about that.

If you're thirsty, we've got a wonderful story about Rosé wines, All That Java coffee, as well as a story featuring the many coffee and tea companies in our area - there are actually so many that we've dubbed this area the "caffeine capitol of the Northeast" (we can't take away from Seattle being the caffeine capitol of the US but we're a strong contender here in the Northeast!). Disagree with us? You can't after reading the article!

This is just a portion of the great articles in this issue, take a look, hum "Yummy" while you read, and as always, feel free to give us your feedback! *Bon Appétit.*

- Thorunn Kristjansdottir



**JULY 2022**

Summer on a plate: pavlova with locally-picked berries and locally-sourced eggs. Eat and support local!

Cover photo by  
Olivia Valentine

## The Food & Drink issue

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# A TOURNAMENT OF LIES IN WASSAIC

By Betsy Maury  
[info@mainstreetmag.com](mailto:info@mainstreetmag.com)

The Wassaic Project's Summer Exhibition currently on view at Maxon Mills brings together a dynamic group of international artists in all media – painting, sculpture, mixed media, video, charcoal, collage, neon, textile, and more. What's striking about the show is the range of disciplines on display and the innovative use of materials, from traditional oil paint and charcoal to soda cans, tufted hand-dyed wool and sand. The survey show is one of the most exciting I've seen this year, fresh in perspective and hopeful in how artists have persevered through a couple of hard years. Many works are installed or displayed in the unique nooks and crannies of Maxon Mills, lending them added idiosyncrasy.

Maxon Mills as an exhibit space is an art project in and of itself, now in its fourteenth year of operation. Walking through the seven floors of the former grain elevator – over plywood floors and roughhewn construction, ever mindful of watching your step – actually sets the viewer up for heightened visual discovery of the show, I think; surprises lurk around every corner. The art viewing journey here is interesting and serendipitous, full of potential for wonder.

The Wassaic Project has hosted summer exhibitions for 14 years inviting emerging and mid-career artists to the campus through word-of-mouth and open calls. Some artists represented in the current show have spent a residency here, others are new to the organization and very early in

their careers. The summer shows “take the temperature of the art world in a way,” says co-director, Jeff Barnett-Winsby. By hosting an open call, they receive submissions from artists at all levels of practice from all corners of the world working in just about all media. For this year's summer show, the Wassaic Project received more than 500 submissions. Though this represents a high-water mark in submissions, Barnett-Winsby is quick to say the quality of the summer exhibition has always been high even though the submission process has evolved over time.

## **This summer's show**

This year's show offers something for everyone; there are challenging works as well as delightfully pleasing ones. Heidi Johnson's large, visually rich paintings of colorful birds pique curiosity on the ground floor. Nearby, Mariana Ramos Ortiz outlines resistance tactics against colonialism in Puerto Rico in works of sand blocks. I saw several children fascinated by the textile devotional of Libby Paloma, *Gorgeous (Just About) Anywhere!* created out of fabric, chicken wire, pom poms, and sequins. As I made my way up floor by floor, many pieces demanded attention and admiration. The show opened May 21 but preparations began last fall. There's no theme to the show, so deciding on a name for it came once most of the pieces had been selected and installed.

Though the show is a survey show, each floor has a loosely curated theme

that makes best use of the unique Maxon Mills building layout. And, as anyone who's seen an exhibit here knows, there are seven floors of exhibition space each with its own personality and dimensions. The top floor is reserved for one artist, in this case, Stephen Morrison and his unforgettable *DOG SHOW #1: The (After) Party*. This final stop delivers a multi-sensory reward to viewers who have made it all the way up seven flights of steps. The title of the show, *A Tournament of Lies* was decided upon after the show was curated by Eve Biddle, Bowie Zunino, Jeff Barnett-Winsby, and Will Hutnick. If the exhibition notes give clarity to the show's title and expectation, these works are about "harnessing the infinite energy of the life imitates art imitates life imitates art dynamo."

*A Tournament of Lies* comes from the R.E.M song, "It's the End of the World as We Know It (and I Feel Fine)"

*Six o'clock, TV hour, don't get caught  
in foreign tower  
Slash and burn, return, listen to  
yourself churn  
Lock him in uniform and book  
burning, blood letting  
Every motive escalate, automotive  
incinerate  
Light a candle, light a motive, step  
down, step down  
Watch a heel crush, crush, uh oh, this  
means no fear  
Cavalier, renegade and steer clear  
A tournament, a tournament, a  
tournament of lies  
Offer me solutions, offer me alterna-  
tives, and I decline*

**Emerging themes**

The show includes work that asks some big questions while reflecting the complexities and contradictions in the American experience today. Concerns about colonialism, environmental neglect, and an automated future are a few themes that emerge.

Rafaela Lopez's oil-painted raccoons on cans encased in resin suggest a metaphor for marginalized groups in a disposable culture. Michael Hambouz's hand-cut paper works question whether objects that have been quietly observing human behavior will pick up where we left off when humans cease to exist. So much of the work is visually pleasing and accessible, it's easy to contemplate these larger questions while standing in appreciation of the work. Craft has a place here too, with Eleanor Anderson's gorgeous *Dream Portal* hanging majestically on floor #4 and Rachel Collier's hand-tufted wool series.

From painting to embroidery to animation/installation to mosaic bricolage, the show includes a cornucopia of artistic practice. After taking in Richard Saja's delicately subversive embroidery on the third floor one enters a video installation that honors native species and makes a plea for the conservation of abandoned public space. Works speak to the fatiguing condition of pandemic isolation as well as hopefully envision better worlds. Maxon Mills seems to uplift the art by imbuing the show with its own vibe of intimacy and immediacy.. A corner of 2b is reserved for Amy Vasquez's grouping of vibrant gouache on canvas pieces. These works are set against a checkerboard floor and give



Above, L-R: Kristy Hughes, *Portal*, for bell hooks 2021; Jude Griebel, *Dissolving World*, 2021; Heidi Johnson, *Secret Life of Pets*, 2019. Below, left: Kelley-Ann Lindo, *Two Generations*, 2021-22. Solvent transfer on paper mounted on painted wall, 132 in x 191 in. Opposite page: Kelley O'Brien, *Liberation of Terra Superna*, 2021 animation/installation, 12:00 loop. All images courtesy of the Wassaic Project.

the feeling of entering an intimate world of sunny veneration.

**Get ready...**

Having seen the show a couple of times now I can confidently say that the first six floors of exhibits do not prepare the viewer for the seventh floor, an elaborate installation dedicated to the work of Stephen Morrison. To say more here would be to spoil the effect. Morrison's work is both accessible and shocking, humorous and disturbing. But it certainly is the reward for making it up six flights of steps.

Among the artists represented here are past residents as well as artists new to the Wassaic Project. The summer exhibition often begins a relationship between an artist and the Wassaic Project, one that can be fruitful for both parties for years to come. For some artists, this is their first group show. I was told that a few artists install their work themselves once invited to the exhibition. This collaborative process is in keeping with the Wassaic Project's mission of supporting emerging artists and offering them community connection. Summer and winter residencies include studio visits and critic visits and expose working artists to collectors, art critics and other professionals vital to the art ecosystem. A foundational principal of this organization has been building an infrastructure of support for emerging art and artists. "The quality of work at the Summer Exhibition has always been high," says Barnett-Winsby, "but it has evolved. Some artists are getting picked up by collectors after exhibiting here but giving artists the experi-

ence of peer network development has been important to our work from the beginning."

Many artists have these experiences for the first time at the Wassaic Project and this helps them gain confidence, advance in their practice and connect with other artists and supporters. Many artists experience such a welcoming community here they come back and participate in other ways by teaching classes or workshops. Seeing the summer show I was left feeling that the Wassaic Project holds onto its belief that, "connecting artists of diverse disciplines and viewers of varying backgrounds inspires new ways of looking at art and the world," very visibly here with this show. The show delivers high quality contemporary art in an accessible way for viewers of all levels of interest – collectors, critics, art students, children and passersby. And true to its mission, *A Tournament of Lies* is free and open to all. •

*The Summer Exhibition will be on display through September 17. On view Saturdays and Sundays 12-5pm and by appointment. Summer Block Parties are scheduled on July 23 and August 20 from 12-10pm and will include a host of free, outdoor activities to complement the show. Music, dance, artist talks, and studio visits take place all day long bringing festivities to all quarters of the hamlet.*

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# Friendly Face take-over by the Berkshire Food Co-op



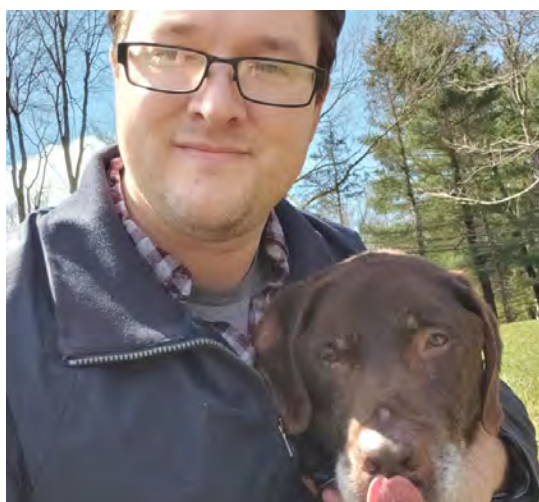
**Alan Taylor** is the assistant manager of the fresh foods department at the Berkshire Food Co-op. Alan has worked in the service industry for almost 30 years, and has been with the Co-op for ten months. Alan has three daughters, the oldest of which participates in competitive dance. "I've been a musician since I was five," says Alan. "On any given weekend you may be seeing me out performing solo, or with a band." When he's home, Alan enjoys cooking Italian food even though a simple bowl of cereal can be his favorite. "With everything going on in the world, we can sometimes lose sight of what's right in front of us," he says. "Love and hope are powerful things. So is forgiveness. Start changing yourself, and watch how fast your whole world changes."



**Anna Monaco** works in the meat and seafood department at the Berkshire Food Co-op and also co-owns a small-batch bitters company called the Tonic & Tinctures Bitters Company or TNT Bitters for short. "My favorite thing about working at the Co-op is talking to people about what they are going to make for dinner," says Anna. "I love discussing meal planning with people as they shop for their proteins with me." Anna loves to make things, whether it's holiday gifts for friends and family, making stamps for custom note cards, or cooking dinner for herself. "I love the act of creating something with a tangible end product," she says. "I'm a classically trained chef so I love to cook most things but my absolute favorite thing to do in the kitchen is caramelize onions."



**Daniel Pomerantz** is a grocery buyer for the Berkshire Food Co-op, and has been with them for almost three years. "I love researching and bringing in new products," he says. Recently, Daniel has begun to enjoy taking hikes in the Berkshires while continuing to enjoy his usual interests like kayaking, swimming, playing with his dog Daisy, and playing Magic the Gathering Commander. Daniel was born in Northampton, MA, and raised in the Berkshires as well as the various hill towns in the area. Though Daniel doesn't cook, he says he does enjoy Mexican and Chinese food. Some of his go-to restaurants in the area Azteca, Xicohtencatl, and The East.



**Brandon Schuldt** ensures that the Co-op is financially sustainable while also doing his part to further the Co-op's mission. "I have been doing this job for a year and a half. I love the sense of community and the opportunity to work for a well-managed business that truly cares about furthering its mission in a way that is sustainable and equitable and always strives to do better." Outside of work, Brandon loves to play drums, learn/listen to music, play sports, cook, spend time with his family and friends, and go on adventures. Brandon says his favorite meal to make in the summer is grilled steaks seasoned with ancho chili powder and topped with salsa butter. (That sounds delish!). Before we let Brandon go he wants to say, "This Co-op, and community rock!"



**Alice Esteves** works as the team lead in the Café at the Berkshire Food Co-op and as she puts it, "I maka da sandwich!" After five years of teaching, Alice wanted to move in a different direction and was excited to serve the local community in this way starting in July of 2001. "I truly enjoy getting to know our regular customers and also get a little thrill from perfectly layering thinly sliced prosciutto," she says. In the evenings, Alice and her Kiwi husband often play guitar and sing or watch movies together with her son. Alice also tutors several evenings per week at Miss Hall's School in Pittsfield. This winter, Alice discovered Lion's Mane mushrooms in the Co-op's produce section and was able to make incredibly tasty vegetarian "crab" cakes. "In the future, I hope we are able to take steps forward in the community to provide more affordable housing," she says. "I want our area to attract and retain the staff necessary to continue to have a thriving local food scene."



**Tom Macchi** works in the produce department of the Co-op as a clerk and has been in his position for six months. "I love the teamwork in the department and learning about different fruits and vegetables that come in both nationally and locally," says Tom. During his off time, Tom enjoys going to concerts and sporting events, as well as going out to dinner and the movies. Tom is from Western Massachusetts, Pittsfield specifically. A few of his favorite places to eat include 51 Park and Salmons Run restaurants in Lee, MA. "The Co-op is a great place to work," Tom says. "It feels like family and has great ties to the community."

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# Scottish Spirits

*John Dyson of Tenmile Distillery in Wassaic, NY*

By Christine Bates  
info@mainstreetmag.com

Several years ago, Main Street featured John Dyson and Millbrook Vineyards and Winery which Dyson and his wife started in 1979. Now he has created a new business with his daughter and son-in-law – Tenmile Distillery in Wassaic, NY, and once again converted dairy acreage into a destination. It was time to talk again with this entrepreneur and learn about becoming a producer of American single malt whisky, gin, and vodka.

## What gave you the idea of adding spirits to your vineyard portfolio which includes operations in Dutchess County, California, and Italy?

Until recently it wasn't possible to own a winery and also produce spirits in New York State due to prohibition-era laws which were an obstacle.

I had always wanted to make a whisky to honor my Scottish grandfather who was raised on a farm in Aberfeldy in the Highlands. Growing up he learned about farming and distilling and later inspired my own interest in farming. As a boy in suburban Bronxville, my grandfather taught me gardening which eventually led me to study agriculture at Cornell.

In 2017 we were able to purchase the perfect farm property for a distillery which included a converted dairy barn, an event space, and acreage. It was also close to Route 22 and walking distance from the Metro North

stop at Tenmile River. Central to our business plan was a location with retail traffic.

Aging whisky takes years so we started out by making small batch, hand crafted gin and vodka which we could sell immediately. In fact, our Sinpatch Vodka just won double gold recognition and our Listening Rock Gin a silver in the San Francisco World Spirits Competition.

We make our vodka very carefully, and because of that it is very smooth and classic. We use the vodka to make our gin, and add botanicals grown right on the farm – so they are full of flavor. It makes an excellent gin and tonic if I do say so myself.

## What is the definition of American single malt whisky? What is the Tenmile style?

American single malt whiskey is produced from 100% malted barley by a single distillery in the United States. Whisky is produced all over the world but can only be marketed as Scotch if it is produced in Scotland whether single malt or a blend. Scottish-style whisky is made with barley in Scottish copper stills and a single malt comes from one distillery and is not blended with other whiskies.

Tenmile's whisky, called Little Rest, is being produced in a lighter, fruitier, Highland-style which has no peat. Smoky-style Scotch, like Laphroig or Bowmore, is typical of Islay in the West.

## How would you describe the business of Tenmile Distillery?

I would describe Tenmile Distillery as a destination distillery where you can buy our products and learn about our distilling process. Tenmile is focused on old-fashioned quality, doing things the right way and cutting no corners. We have Scottish copper stills, and hired a Scottish master distiller, Shane



Above, top to bottom, L-R: Visitors to Tenmile Distillery receive a complementary cocktail made from Sin Patch Vodka or Listening Rock Gin. John Dyson started Tenmile Distillery in honor of his Scottish grandfather. Joel LeVangia, general manager and part owner. All photos courtesy of Tenmile Distillery. Left: Little Rest American style single malt whisky aging in the barrels barn getting ready to be released in 2023. Photo by Christine Bates.

Continued on next page ...

Fraser, to create a truly American single malt whisky in the Scottish tradition. We are learning and experimenting as we go. While some single malts use only bourbon barrels imported from the United States, we are trying a range of barrels of much higher quality – Missouri white oak, French oak barrels aged in California, and Italian Vin Santo kegs to sample the taste differences. We will probably also rebarrel some of our Scotch after three years to see if the taste changes after four or five years.

**Is creating a distillery more difficult than a winery?**

There’s a huge difference. With a winery you can start out small and grow slowly as your business builds, but with a distillery you have to start with a full-blown operation. You must buy and install the stills, equipment, fermenting vessels – everything before you produce one drop of liquor. Of course, on the flip side, you also don’t have to deal with the difficulties of growing grapes in New York State. One friend who understood the scope of the investment said, “This effort is no fooling around, everything is A+.”

**What costs so much?**

Well doing things the right way always costs more. We have been very careful about the production process, our equipment, the ingredients we use – making sure the barley and wheat are local. We have the best people at each stage of the process, and we

think it will show in the end result. Even our wood program would not be possible for a larger producer because of the expense and sourcing of the barrels. From malting through distillation, everything we do takes longer.

**What was the biggest surprise?**

It has been great to find all the local craftsmen who have worked on the project. Marc Angot and MJS Electric, August Freemann of Unlimited Metalwork, Matt Burra of Westco, Plumbers Lou Spagnola and Kent Theussen, Silvano Boscardin, Troy Boiler, Tri-City Insulation, Harry Basil of American Curtain Wall, Robert Weaver, and Chris Haviland of Haviland Maison all did amazing work for us.

We inherited genius carpenters Bob Barlow and Will McCabe from architect Allan Shope and it’s impossible to say enough good things about New York State farmers Ken Migliorelli, John Kast, the Kukon Brothers, and our expert maltsters Dennis and Jeanette Nesel.

**How much can you produce?**

Our current operation allows us to produce 110 gallons a day – that’s about two barrels of Whisky. Right now, we are distilling four days a week.

**What about the rest of the Tenmile team?**

Joel LeVangia is my right-hand man and part owner. He’s the general



manager and in charge of operations. Eliza Dyson, my daughter, is director of brand. Shane Fraser is our Scottish master distiller and lives onsite. At the distillery we have a crew of about eight with more on weekends to handle tours and tastings. Our New York City media expert who specializes in food and drink has been very helpful.

**Where can you buy Tenmile products?**

Our Little Rest single malt will not be released until 2023, but you can sign up at the distillery to reserve a bottle. You can also take a free tour of the distillery and taste all of our products. Our first release of the whisky will be around 6,000 bottles. Our gin and vodka are available for sale at the distillery and also at over 80 retail liquor outlets in New York State. We have a full list of where Tenmile is sold on our website. You can also enjoy the gin and vodka at local restaurants like Troutbeck and Champetre or Daniel Boulud’s restaurants in New York City.



Above, top to bottom: Tenmile Distillery located on Sin Patch Road in Wassaic is surrounded by gardens, fields, and an apple orchard. Photo courtesy of Tenmile Distillery. Tenmile’s sculptural copper Forsyth stills were imported from Scotland and installed by Scottish technicians. Left: At the end of the Tenmile tour visitors congregate in the congenial bar for cocktails and sampling. Photos by Christine Bates.

**What’s next?**

We will be hosting some different events at the distillery this summer, such as Supper Club nights with our wonderful chef Eliza Glaister. Our goal this year is to get people coming to visit, tasting our delicious cocktails, and getting everyone excited for the first release of our special whisky this coming Spring. ●

*Tenmile Distillery is located at 78 Sinpatch Rd, Wassaic, NY, or you can visit them online at [www.tenmiledistillery.com](http://www.tenmiledistillery.com)*

*Christine Bates has written about business and real estate since Main Street’s first issue.*



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# GILDED MOON FRAMING

# Strawberry shortcake

By Olivia Valentine &  
Caroline Markonic  
info@mainstreetmag.com

We are both celebrating our birthdays this month, hence the Happy Birthday banner. We are sharing with you one of our all-time favorite desserts, strawberry shortcake! Strawberry shortcake screams summer. Strawberries are ready to pick and are just so sweet and juicy. If picked fresh, they taste like strawberries should! Pair them with this wonderful pound cake recipe provided to us by our friend, Bernadette, and you'll have a killer summer dessert! Bernadette is a baker that we both had the pleasure of working with for a little while. Bernadette's pound cakes were always a hit, so much so that we dubbed her the "Pound cake Princess." These pound cakes were so good that we would often put free samples out on the counter and would quickly have to take them back because customers were coming back for thirds and fourths. We were both guilty of eating even the dry ends that we cut off before slicing a new piece to sell. Bernadette would make all sorts of pound cakes using this recipe as a template. Cinnamon swirl, lemon poppy, chocolate swirl, and orange with citrus glaze. Nothing was better than one of her warm, freshly baked pound cakes.

When my kids were little, having breakfast for dinner was a dream come true. Not a frequent occurrence, but very well received. Peach pancakes and bacon? Practically dessert! Almost as cool as *Rolie Polie Olie's* "totally chocolate dinner." *Rolie Polie Olie* was one of the late 90s cartoons we had recorded and watched on VHS tapes

(we did not have cable TV and still do not). Somehow strawberry shortcake became our version of "totally chocolate dinner," even though there's no chocolate involved. We had it only once every summer for dinner and it was always something to look forward to and now something we fondly look back upon. Sounds crazy, but what a treat it was! Eventually Caroline and her sister Jane became the ones to make it. Claire always just being the one to eat it. (Those are my three daughters, FYI).

We have made strawberry shortcake with angel food cake, the traditional "biscuit," lady fingers, and of course pound cake as well. For this recipe we decided to make the pound cake in a Bundt pan, but you can make it in a loaf pan if you want it to look more like a traditional pound cake. It is very easy to assemble either way.

## Pound cake ingredients

2 sticks of room-temperature unsalted butter  
2 cups of sugar  
4 room-temperature eggs  
3 cups of flour  
½ tsp baking soda  
½ tsp baking powder  
1 tsp salt  
¾ cup buttermilk  
1 teaspoon vanilla  
2 tsp lemon zest

## Instructions

Preheat oven to 350 degrees. Generously grease your loaf pan or your Bundt pan with cooking spray or butter. Cream together butter and sugar. Make sure that you fully cream these two ingredients together.

Combine the dry ingredients (flour, baking soda, baking powder, and salt).



Add vanilla to the buttermilk. Alternate adding the buttermilk mixture and the dry ingredients to the butter and sugar mixture until everything is fully incorporated.

If you are using a Bundt pan, bake for 40-50 minutes. If you are using a loaf pan, use one that is 8 ½" x 4 ½" x 2 ¾" and bake for 50-60 minutes or until a toothpick comes out clean. Do not overbake. Allow the cake to cool in the pan for 10-15 minutes then transfer it to a wire rack to cool completely.

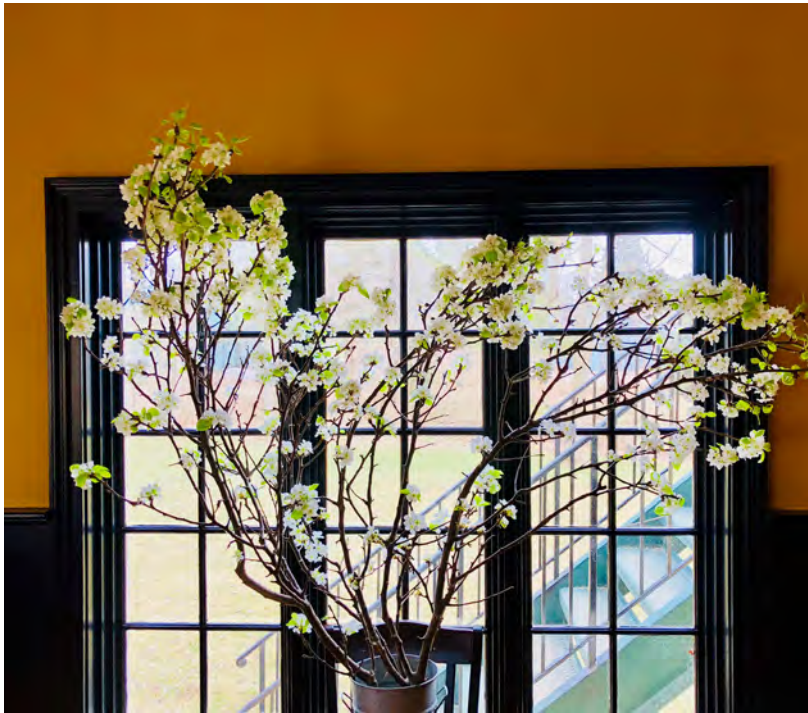
Another tip for making pound cake is to avoid using a dark nonstick pan. They tend to absorb and distribute heat quicker than lighter colored pans, leading to a darker, and potentially over-baked, cake.

## To assemble

Slice the fully cooled cake horizontally through the center. Set the top half aside. Using your own homemade whipped cream (recommended) or store-bought, spoon a generous

amount to cover the entire surface. Top the cream with sliced strawberries (we like to slice strawberries and add a little sugar and water to create a bit of a syrup). Gently place the top half back on and garnish with more strawberries and whipped cream as you please. If you have leftovers, store them covered in the refrigerator. ●

*Olivia and Caroline are enthusiastic foodies and bakers who are constantly in the kitchen, as well as explorers who create their own adventures in our area – and did we mention they are mother and daughter? Follow Olivia on Instagram to see her many creations at @oliviauvalentine.*



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# The importance of being frank...

## *food company*



By CB Wismar  
info@mainstreetmag.com

Young Benjamin had been sitting, patiently, with his family at one of the community tables on the patio at “frank,” the captivating new restaurant in West Cornwall, CT. While the others had mastered a salad and an elegant asparagus with lemon ricotta appetizer, he was left to anticipate the Margherita pizza that appeared as entrées were fetched from the kitchen with exact timing. An aspiring writer, he was careful in his consideration of the rectangular offering and took a few moments to savor the crispy crust and the robust sauce. His verdict? “Excellent.”

It is little wonder that the early casual reviews of frank.food company in its newly opened location proximate to the Housatonic River rapids below the covered bridge have become an energetic chorus. A compact menu of entrées that offer cod, salmon, chicken and beef is complimented by three pizza options, appetizers, and desserts that include “Old-fashioned Devil’s Food Cake” that the owner, Frank Way, modestly makes, himself. “I want people to enjoy something like grandmother would make ... really good Devil’s Food cake. It’s food from pleasant memory.”

### From fashion and television to food

The “long and winding road” that has brought Frank to this spot is an engaging story in itself. Trained in design at New York’s Pratt Institute, Frank entered the high-pressure world of fashion advertising by joining the Calvin Klein brand. After several years in the New York fashion center, he found himself in Los Angeles ... in the television business. But, New York and fashion were in his blood, so Frank reappeared on the East Coast only to become part of the Martha Stewart empire, working on the production of her daily television show.

From fashion and lifestyle, the next iteration of Frank’s career delved further into production, this time with a focus on children’s programming for such notable brands as HBO, TBS, and Disney. Then, between commutes to Orlando from New York and the calculated frenzy of TV production, the call came inviting him to Columbus, OH, to take a look at Lane Bryant, a part of The Limited.

As creative director for Lane Bryant, Frank took his great experience in brand building to new heights, enlisting the likes of Queen Latifah and rock band KISS to revitalize the brand. While in Columbus, Frank became involved in competitive rowing and was part of the national

champion team of senior rowers that competed in national championships in Sacramento, CA.

Could this story take another detour? Yes.

### A place to call home

There were years of creative consulting for the most iconic brands across several industries ... there was the role as executive creative director for Edelman, the global public relations and communication firm ... and there was the weekend home in Kent, CT. It was the place to unwind. It was the place to explore. It was the place that emerged as more home than New York ... and with it a new, entirely different opportunity.

frank.food company was born of a suggestion that Frank look at a newly available space on the Main Street of Kent – a place that had been a food shop and contained a small kitchen. Food? “I was a brand guy. What did I know about the food business?”

Frank’s candor matched his curiosity and he began doing the research, audience profiling and brand strategy that had become his passion. Enter “frank.food company” in Kent.

Continued on next page ...



Directly above: Frank Way, the man behind frank.food company. All other images depict the offerings of frank.food company. All images courtesy of frank.food company.



Breakfast, lunch, carry out, imaginative menus. “I had a 15 year plan,” he remarks, casually. “There would be a full service restaurant, branded food products, the entire package.” Enter COVID-19.

“The world changed. We had to close the indoor space and concentrate on carry out and a new idea. We’d post two menus online each Thursday and folks would order for the weekends. Four nights. Two specials. We’d sell out in hours.” Jarlath Mellett, Frank’s husband who is a noted fashion designer pitched in with the cooking. It was a family affair.

**Energy to burn and a personality to match**

While mastering this new kind of meal offering, a space became available “up river” in West Cornwall. Part of a grand design to re-vitalize the village, putting a new restaurant in the center would attract visitors and serve as a platform for enhancing the charm and vitality of the town. Was Frank interested? This is a man with energy to burn ... with personality to match and an unquenchable need

to consider possibilities and create something new.

Architecture and design were required, along with complete refurbishing the building that had been the coach house for West Cornwall’s iconic “Pink House.” A kitchen was added, walls constructed, a bar built to rigid specifications. The ominous “supply chain issues” slowed things down, but with patience and foresight, Frank endured. And, with the flare and fundamental honesty of a great dining experience, frank.food company left Kent behind at Thanksgiving 2021 and emerged in May of 2022 in a place of pure delight.

**Accessible to everybody**

Open Thursday through Saturday for dinner with brunch on Saturday and Sunday, frank is staffed by a charming army of servers who clearly understand the concept of pleasant service. Food comes from the kitchen managed with aplomb by Chef John Carlson, a Culinary Institute of America graduate. As the restaurant concept and realization emerged, Frank drew on his years of brand building by reaching out to expert consultants who could provide the perspective and insight to critical to success. “I was able to draw on the expertise of Katy Sparks who created The Quilted Giraffe in New York and engineered the revitalization of Tavern-on-the

Green. We needed a pizza offering, so I worked with Joel Deland to fashion an offering that’s unique, accessible and ... important ... delicious.”

In Frank’s own words, his eponymous restaurant is “not fussy. It’s accessible to everybody.”

A large outdoor patio sports the community tables that welcome larger groups and put smaller groups together in a casual environment that can be a social or as private as the diner would like. Interior seating and the bar area can have a “party atmosphere” or be more sedate as the evening winds on. “Our menu is going to evolve as new items are locally available. This winter, we’re thinking of offering an ‘apres ski’ menu on the patio. We’ll have heaters and serve hot drinks for skiers leaving Mohawk Mountain.”

Frank Way is quite candid about how his intriguing life has led him to opening a gem of a restaurant in West Cornwall. “It’s like being in a play. Each day, each meal is part of a performance. We want our customers to have a great meal and have fun.” Mission accomplished. •

*frank.food company – frankfoodco.com – is located 34 Lower River Road in West Cornwall, CT. Phone is (860) 248-3250. Reservations can be made on their website through resy.com. The site is both easy to use and very communicative once reservations are made.*



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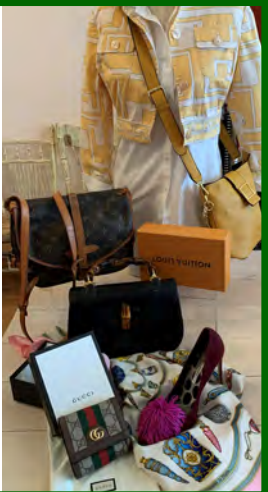
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# Clambake fundraiser aids CONNECTICUT COMMUNITY'S CANCER PATIENTS

By Regina Molaro  
info@mainstreetmag.com

It's time to celebrate the life and legacy of Jane Lloyd – a self-employed gardener and landscaper who passed away from breast cancer in 2005. When Lloyd's illness made it difficult for her to earn a living, friends and family responded by graciously providing her with financial assistance, which enabled Lloyd to remain in her home in Lime Rock, CT, until her passing.

After Lloyd's battle with cancer, her family established The Jane Lloyd Fund in 2006. As an endowed fund within Berkshire Taconic Community Foundation, it helps families maintain a supportive environment for cancer patients. To be eligible, recipients must reside or work in the Connecticut towns of Canaan, Cornwall, Falls Village, Kent, Salisbury, or Sharon.

"Relieving some financial burden reduces some of my stress and allows me to concentrate on my treatment. Thank you for all the hard work you put in to assist people like me in such a stressful time. Words cannot express how grateful I am," says a Jane Lloyd Fund recipient.

## About Jane Lloyd

Before relocating to Salisbury, Lloyd was a resident of Boston and New York City. While living in Salisbury, her passion for gardening blossomed. Several years later, Lloyd established her own business.

A member of the Salisbury Conservation Committee, the Salisbury Stingers hockey team, and the We-CanRow competitive rowing program for cancer survivors, Lloyd exhibited grace and displayed great courage during her last years. The way that she lived was an inspiration to all.

In 2003, with the help of a friend, one of Lloyd's dreams came to fruition. She had an opportunity to meet and ride with Lance Armstrong.

## It's clambake time!

Beyond individual contributions, revenue is generated through fundraising events such as The Jane Lloyd Fund's 15th Annual Traditional New England Clambake. The event will be held on Saturday, July 30 at Salisbury Winter Sports Association's Satre Hill (80 Indian Cave Rd. in Salisbury) – from 2pm to 8pm.

Tickets are \$70 per person and include a raw bar as well as a delectable summer menu of steamers, lobster, potatoes, corn on the cob, and dessert. One glass of beer or wine is included. In addition, hamburgers, hot dogs, and grilled chicken will be available for purchase.

The clambake meals are cooked in a handmade kiln, crafted of wood and river rocks. The wood is lit on fire and burned – similar to a bonfire – until the river rocks are hot. Then seaweed is placed on the rocks and the clams,



potatoes, corn, and crates of lobsters are placed on top. This is covered with wet heavy tarps, which steam the food. The burning of the kiln starts around 2pm and the food will be served at 4pm. "It's a fun process to watch and so delicious to eat," says Tanya Tedder, a Jane Lloyd Fund advisor.

Guests can enjoy a music circle with local musicians George Potts and Friends – an acoustic band. Tickets must be purchased in advance. The event will be held rain or shine.

## Community-centric

"The community came together to help Jane in her time of need and this event symbolizes how the community is still coming together to keep her legacy alive. We have over 75 volunteers who have been helping for 15 years. Many town organizations offer services or space. Every year our tickets – 350 of them – sell out. There's also those who come to buy a burger and beer and enjoy time with family and friends – all to support our community when they're in need," says Tedder.

"Through the event, we'd like to bring attention to the Fund and the assistance it provides. We started with nothing and it's currently a \$1.6 mil-

lion fund," says Caroline Burchfield, another Jane Lloyd Fund advisor.

"Before the fund helped me, I was going to refuse treatment. There was no point in living if I couldn't pay my bills. If it wasn't for the fund, I would not be here today. I am not depressed anymore and am looking forward to going back to work. Oh, life is good!," says another recipient of The Jane Lloyd Fund.

Whether the donations pay a mortgage, car payment, electric bill, or medical bill, The Jane Lloyd Fund helps ease some of the financial burdens and worries that come along with a cancer diagnosis.

Funds are urgently needed to help others in the community. By making a donation, donors will make an impact on the life of a cancer patient. For more information or if you know of someone who may need assistance, contact The Jane Lloyd Fund. ●

To learn more about The Jane Lloyd Fund call (413) 229-0370, email info@thejanelloydfund.org, or visit www.thejanelloydfund.org. To purchase tickets for the Clambake, please visit <https://www.eventbrite.com/e/jane-lloyd-fund-15th-annual-traditional-new-england-clambake-tickets-333022197357>.



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By Mary B. O'Neill, PhD  
mary@mainstreetmoxie.press

Family dinner was a daily occurrence growing up in my family. Each night, seven kids and two parents sat at a faux wood laminate table for 10 – no leaves, just one long table – that my mom scored at a tag sale. We'd wait for my dad's train from Manhattan and sit down for a meal that always contained some form of potato, meat, and vegetable. Much to my distaste, too often the potatoes were mashed and the vegetable was peas.

We ate and talked, laughed, fought, and cried around that table. We learned to eat fast. In a family of nine, the fastest eater likely claimed whatever seconds there were to be had. I'm not sure if family dinners were part of a larger parenting philosophy my parents had or whether they were done for efficiency's sake. My mom's kitchen had prescribed opening and closing times and once it was cleaned for the night, that was it for the day.

## Next-gen family dinners

When I became a parent myself, I realized that the family meals of my youth were worth preserving for my own family – minus the mashed potatoes and peas. These dinners served as a glue in our family life and an opportunity to debrief each other on our day, problem solve, discuss current events, complain about school, plan for the future, and of course, argue.

Over the past 25 years of parenting, I've conservatively racked up over 7,000 dinners, most cooked by me with guest appearances from my husband and children. They might not have always been gourmet but at least five nights a week three kids and two parents sat at a table and ate a meal. These meals seldom resembled the idyllic Norman Rockwell painting *Freedom from Want* – more Picasso's *Guernica*, if I'm being honest. Chaos and conflict were definitely on the menu at times.

Spending time together as a family has become increasingly difficult. Work and school schedules, late practices, and smartphones make carving out this family practice challenging – but not impossible and definitely worthwhile.

## Winner, winner, chicken dinner

Research is on your side. Family meals translate into positive benefits. Home-cooked meals tend to be healthier and less caloric, which means better eating habits for us and our children. There is more attention paid to what is going on the plate and into our mouths, including more vegetables and fruit. This benefit carries forward, as children who eat regular family meals are less likely to be overweight in adolescence. From a cost perspective, eating at home is more economical than at a restaurant or take-out.

Family meals help to build vocabulary, conversation and listening skills, and turn taking. Eating together also has positive mental health benefits. Studies report decreased depression, high-risk behaviors, and suicidal thoughts, and increases in positive moods. Academic performance also increases as a result of family's eating together.

It can also be a time when family values are communicated and practiced. Preparation and clean-up at mealtime also teach responsibility, build confidence and critical life skills, and encourage pitching in with an essential aspect of family life. Culinary cultural traditions are also passed on to the next generation and build respect and reverence for family roots.

## The recipe for family meals

Even with all these benefits, incorporating family mealtime can be daunting and a bridge too far for busy and tired famil-

ies. It doesn't have to be. The goal is to create positive bonds and shared experiences, not create gastronomic masterpieces. There are hacks to make family meals easier and fun for everyone.

- **Start slow.** Start with one family meal that makes sense in your weekly schedule and build from there.

- **Keep it simple.** Go for easy. Some of my go-to's include breakfast for dinner, grilled cheese and soup, and mac and cheese with broccoli. It's not solely the food that confers the benefits – it's the time together.

- **Turn off and power down.** There's little point in eating together if everyone has a portable screen as part of their table setting. Make your meal the one time of the day when phones are an unwelcome guest.

- **Plan some conversation starters.** Topics such as new movies and books, family vacations, and what's being learned at school, are easy subjects to discuss.

- **Pick a meal.** Any meal consumed together can yield positive benefits. Don't limit yourself to dinner if it doesn't work for you. You have two other meals to choose from.

- **Do a puzzle.** Play a game. If you can't get meals in sync, find another reason to sit down together. Puzzles, games, and reading aloud as a family can all yield benefits.

- **Cook together.** If you have the time, cooking with your children is fun and gives them a feeling of accomplishment. It's also good for motor skills and hand-eye coordination.

- **Let it be good enough.** Not every dinner will be perfect with clean hands, polite manners, and sparking conversation. Accept it and know that as sure as the sun will rise, you will have another meal to try again.

- **Visit The Family Dinner Project website** for tips and suggestions to make family meals stress-free and fun. [www.thefamilydinnerproject.org](http://www.thefamilydinnerproject.org).

Even though my children are launching into adulthood, when we're all at home the default switch is set to eating together. Now, they're getting into the kitchen and preparing meals, while also building a repertoire of dishes they can cook for themselves. While I know I've made my share of parenting mistakes, family meals are one thing I feel I got right. You can too! •



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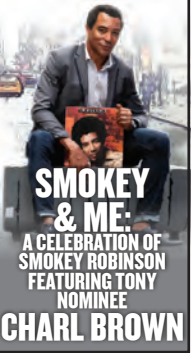
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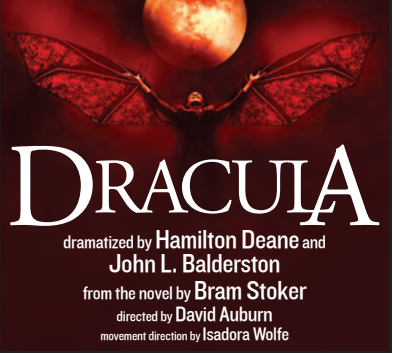
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# CAFFEINE CAPITOL OF THE EAST COAST:

*The local companies who roast their own coffee beans and source their own selection of teas from around the world*

By Regina Molaro  
info@mainstreetmag.com

In *The Warden*, novelist Anthony Trollope asks “What on earth could be more luxurious than a sofa, a book, and a cup of coffee?”

For centuries, coffee has been a daily ritual for people worldwide. Minutes after waking up, many people across the world eagerly anticipate their first sips of coffee. Second only to oil, coffee is the most valuable legally traded commodity in the world, according to PBS.

The US ranks #1 among the “Top 10 Countries that Drink the Most Coffee in the World (by 1000s of 60-lb bags of dry coffee beans consumed)” according to World Population Review – an independent organization without political affiliations.

Both coffee and tea have a long history in American culture. White-HouseHistory.org cites that, “During the early 1700s, colonists expressed a fondness for tea, which reflected their colonial heritage and identity. The American War of Independence marked a critical turning point as the colonies turned away from teahouse culture giving way to coffee houses. During this period, coffee became a revolutionary drink as it publicly signaled one’s political inclinations.”

After the war, consumers developed a taste for both coffee and tea. The connection between coffee consumption and presidential history is evident during the administrations

of George Washington, John Adams, Thomas Jefferson, and James Madison.

According to the National Coffee Association, historians don’t know exactly how or when coffee was discovered, but there are countless legends about its origin. Some coffee growers trace the drink’s heritage back to the ancient coffee forests of Ethiopia. According to legend, a goat herder named Kaldi discovered coffee’s stimulating effects after noticing that his goats became invigorated after eating coffee berries (coffee beans are the seeds of a cherry-like fruit) off a specific tree.

Lucky for us, there are lots of local brewing houses in the Hudson Valley area. Regardless of your region, you’ll be able to locate an establishment that roasts their own coffee or sources their own teas. Here are several to choose from:

## East Coast Coffee Breweries Barrington Coffee, Lee, MA

Since its inception in 1993, Barrington Coffee has always sought to identify interesting coffees from destinations around the planet – grown by farmers who use environmentally sustainable methods for cultivation. An ardent supporter of organic and biodynamic cultivation, its coffee is certified organic. In 2015, it created the Barrington Coffee Origin Certified™ Program. Its methods are driven by the pursuit of sourcing and preparing fine roasted-to-order coffees. To make that happen, it fires up its roasters Monday through Thursday of each week. Any order received before 9am will be roasted and shipped out that very same day. Its hard work and diligence earned Barrington Coffee the #2 spot on *Coffee Review’s* Top 30 Coffees of 2021. More recently, Barrington received a 95-point score for its Supernatural (also from *Coffee Review*). Born in Ethiopia, Supernatural boasts a pungent blueberry aroma



Above, image courtesy of Barrington Coffee. Below, left, image courtesy of Clermont Coffee Roasting.

and features flavors of Concord grape, dark chocolate, plum, and tangle berry pie with herbal finish accents of licorice root, lavender, and tea. Coffee subscriptions are available. Its Roastery is in the Berkshires at 165 Quarry Hill Rd., Lee, MA. barringtoncoffee.com.

## Clermont Coffee Roasting Company, Germantown, NY

This micro, specialty coffee roasting company provides quality coffee, grown sustainably, and roasted by hand. The company is helmed by husband-and-wife team, David Bagley and Jill Allison Jennings-Bagley. In the coffee business for 35 years, David worked as a trader/importer, roaster, and risk manager. Jill, who enjoyed a career in the luxury hospitality industry, utilizes her operational skills to help manage the Germantown-based business. Its specialty selections include Tanzania Peaberry, Indonesia Sumatra, and Costa Rica SHB (Don Claudio). All blends are 100% Arabica and sourced from small producers or co-ops. Clermont’s coffee is available at Churchtown Dairy in Hudson, NY; Greig Farm in Red Hook, NY;

Migliorelli Farm in Red Hook and Rhinebeck, NY; and Hearty Roots in Germantown, NY, among other destinations. clermontcoffee.com.

## Bluestone Coffee Roasting Company, Saugerties, NY

Bluestone sources its coffee from places around the world and roasts in small batches locally. After teaming up with a local dairy supplier, Bluestone began offering its own baked goods in house. Visit its warm, inviting café for coffee, fresh juices, smoothies, hot and iced teas, or baked goodies. While there, enjoy the Bluestone Blend – a medium roast full-bodied coffee with hints of chocolate and lemon, and a smooth medium acidity. This flavor marks the “most popular people’s choice.” 138 Partition St, Saugerties, NY. bluestoneroasting.com.

## Hudson Roastery, Hudson, NY

Hudson Roastery’s coffee is roasted weekly in the Hudson Valley. After being weekenders for several years, its proprietors relocated to Hudson full



Continued on next page ...



Above, image courtesy of Irving Farm New York. Below, right, from top to bottom, images courtesy of Harney & Sons and Verdigris Tea & Chocolate.

time in 2020. They recognized a void in the marketplace for a local coffee shop that brewed or sold their own beans, so the entrepreneurs established one. The basis for their brand was to identify four coffees that ranged from dark to medium roasts – that were all different but shared a common thread: freshly roasted weekly; organic – no harmful pesticides; healthier for us and kinder to the land and farmers; and rich complex flavors with low acidity and no bitter or sour notes. Visit its café in Hudson. Out of the area – its wholesale business includes eight retail locations in the region and New York City. Locations include Love Apple Farm in Ghent, NY; Otto’s Market in Germantown, NY; Churchtown Dairy in Hudson, NY; and Adams Fairacre Farm in Kingston, NY. 4 Park Place, Hudson, NY. hudsonroastery.com.

**Irving Farm New York, Millerton, NY**

Established in 1996 on Manhattan’s Irving Place, Irving Farm New York has decades of experience operating neighborhood cafés and roasting. Following their success in New York City, the company’s founders Steve and David began to focus on roasting. They converted a small carriage house in the Hudson Valley into a roastery. They were pioneers – at the time roasting wasn’t even permitted in the city. After honing their skills, Steve and David yearned to bring their local customers the perfect cup. Their café

on the Upper West Side eventually became a local staple, just as their Irving Place café had, and they were awarded “Best Coffee” by *New York Magazine* in 2002. Beyond sourcing and roasting, they brew their coffee to meet New York’s high standards. Their coffee beans hail from small producers and they hand select freshly harvested lots. Their Hudson Valley café is located at 44 Main St., Millerton, NY. irvingfarm.com.

**Krafted Brew Lab, Bantam, CT**

Krafted Brew Lab traces its history back more than a decade when proprietors Jason and his wife, Kim relocated overseas. Being residents of Germany exposed them to the social experience of unwinding – alone or among friends or colleagues – with a hand-crafted espresso or coffee. At that time, Jason started his art studio practice in which he created and exhibited in galleries. This daily ritual of cultivating ideas in a free, open space continues and became the inspiration for Krafted Brew Lab. When the duo moved back to the US, they opened this enticing coffee roaster and mercantile at 725 Bantam Rd., Litchfield, CT. kraftedbrewlab.com.

**Reverie Coffee Company, Dover Plains, NY**

Responsibly made, sustainably sourced and packaged. That’s the concept at the core of small batch coffee company, Reverie Coffee. This family-owned business uses high qual-

ity 100% Arabica beans. After being roasted in New York’s Harlem Valley region, its delicious coffee is shipped directly to enthusiasts. The lineup of coffee products includes organic, single origin, decaffeinated, flavored, espresso, cold brew, and beyond. As for tea, Reverie offers loose tea and sachets. Subscriptions are available. takemetoreverie.com.

**Winchell Mountain Coffee Roasters, Pine Plains, NY**

Winchell’s philosophy is: “Good coffee doesn’t have to be complicated.” Its coffee crafters have been practicing the same roasting methods, which were passed down through the family since 1973. Its process is simple: They use heat and the love of their hands. Master roaster, Willis Rivkin, starts by sourcing quality beans from all over the globe. These are then roasted in small batches at Winchell’s roastery in Pine Plains, NY. Ideal for any season, one of its products include Boynton Blends, Love You – a timeless blend. Gift cards are available. winchellmountaincoffee.com.

**Teatime**

**Harney & Sons Tea, Millerton, NY**

Founder and president, John Harney developed a passion for fine teas. He began his journey in mastering the art of tea blending in his basement. The proprietor of an inn at the time, Harney served his distinctive blends to guests. Harney & Sons currently offers more than 250 varieties of high quality teas, sourced from the finest tea regions around the globe. Explore its collection at the lounge in Millerton. Its blends include classics such as Earl Grey, and signature flavors such as Hot Cinnamon Spice and Paris, several varieties of Matcha, more adventurous teas such as Bamboo and everything in between. The Historic Royal Palaces Collection of England invited Harney and Sons to create a distinguished collection of English tea blends. Each pays homage to tea’s imperial history and roots and comes packaged in a brilliant jewel-toned tin containing 30 tea sachets. Loose teas are offered in jasmine, green, matcha, and beyond. 13 Main St., Millerton, NY. harney.com.

**Verdigris Teas & Chocolate, Hudson, NY**

Proprietor Kim Bach inherited her interest in tea from her mother who had a tea shop in Utah for more than 20 years. “We drank tea at home – mostly herbal varieties,” she says. After relocating to Hudson from Brooklyn, she opened the doors to her very own shop in 2007. Verdigris offers more than 150 loose teas from around the world. The tea enthusiast has taught about tea, most recently at Bard College in Annandale-on-Hudson, NY. Beyond tea and Verdigris’s famous iced hot chocolate, the shop sells coffee and chocolate. Regina Simmons is the talent behind the baked goods sold in-house. She also crafts specialty cakes by special order. 135 Warren St., Hudson, NY. verdigristea.com. ●

*Disclaimer: If we missed a coffee or tea purveyor from our region on this list, it was by accident. Feel free to contact us and put them on our radar!*



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# Reflections from an aspiring vegan

By Anna Martucci  
info@mainstreetmag.com

*Our lifestyle and eating choices are as varied and different as we are as individuals. Some of us couldn't fathom giving up meat or sugar, while others couldn't imagine having carbs be a part of their life. That combined with all of the diets that have come and gone, we've all gone through phases of lifestyle and eating choices. In this article, Anna shares with us her journey and approach when it comes to food and lifestyle and how it has impacted her life in the past 20 years – and where she finds herself today.*

I've always been one of those people who immediately believes and dives into the latest health food fad. Living on the west coast in Portland, Oregon for almost 20 years definitely did not help matters. It all began there now that I think about it. First, it was vegetarianism. No real reason why I got into being a vegetarian except for that as a newly minted college grad embracing the hippie west coast lifestyle it seemed like the appropriate thing to do. Heading back east over the holidays, however, my brothers frequently enjoyed reminding me of all the salami and provolone subs I used to eat for lunch growing up.

## My approaches to eating

Vegetarianism lasted a couple years after which my lack of any real conviction or understanding of its purpose combined with a deep craving for some Chicken Francese outweighed any self-discipline I had left. Not to mention it was a social hindrance. I was that annoying person who could only eat at “certain places” and was asking entirely too many questions of the waitstaff about food preparation. Portlandia? Yeah, that was me.

My friend Gregg took an interesting approach at the time saying he “only ate meat when it was served to him.” I thought that was a reasonable way of combining your desire to be a vegetarian with a lifestyle where your friends would still be willing to invite you to dinner. Alas, even that approach didn't last.

Next it was “The Lemon Juice Diet” which supposedly “removes toxins and cleanses the body.” Sounded great to me. The problem was that once I decided to embark on it I realized that everyone else in Portland had the same idea. Hence, despite the cornucopia of grocery stores out there in Oregon including Whole Foods, Nature's Co-op, and Fred Meyer, I was constantly met with empty lemon bins in the produce aisles. Pretty easy to let that one go.

I started rock climbing in my 30s and became very focused on high protein meals and zero carbs. Yes, it's true, right about the time everyone else was doing it, I went Paleo. It was painful to say the least, but boy was I ripped. Not much explanation needed as to why THAT didn't last because, well, pizza.

## Coming more than full circle

Now, in my late 40s I'm back on the east coast and, I will sheepishly admit, I've come more than full circle and I'm an aspiring vegan now. Veganism started from some Instagram posts I kept seeing from a west coast acquaintance of mine. To be honest, I thought she was kind of righteous and annoying. Extreme really. I just wanted to sit there and scroll, eat my

Häagen-Dazs mint chip ice cream, and zone out. Images of calves being taken from their mothers and slaughtered for veal was ruining my sugar buzz.

But something she said in one of her posts one day resonated with me. She spoke about how we, as humans, felt *entitled* to eat meat and dairy despite the destructiveness of the industry to the earth and the cruelty to animals simply because it tasted good. That's it. We like the taste of it.

And, as people, in particular Americans who are used to getting what they want when they want, we have somehow ingrained in our psyches that we are entitled to whatever we want. Essentially, our wants are more important than any destruction or cruelty that comes as a result of those wants. So we invest in electric vehicles and LEED certified buildings and turn a blind eye to the animal industry.

Not exactly a groundbreaking realization, but for me at least, a mind shift. So here I am on my latest quest as an aspiring vegan, trying not to annoy the friends I go out to eat with or piss off the very hard working environmentally conscious Hudson Valley farmers along the way. And this time, it's not all or nothing because in my experience that doesn't last. And maybe it doesn't need to last forever, maybe I just need to try, this time with a little more conviction, and be willing to give up a few things that I want. •



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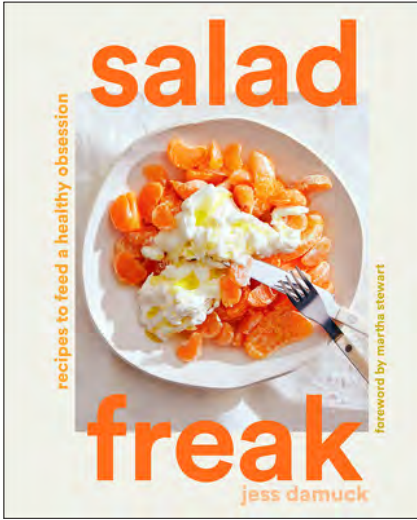
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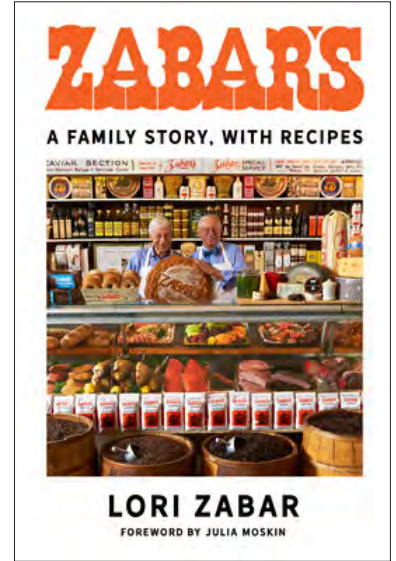
**Salad Freak: Recipes to Feed a Healthy Obsession** by Jess Damuck

Delicious and beautiful recipes from Martha Stewart’s personal salad chef and the self-proclaimed “Bob Ross of salads.” Offering more than 100 inspired recipes, recipe developer and food stylist Jess Damuck shares her passion for making truly delicious salads.



**Mason Jar Cocktails, Expanded Edition: Over 150 Delicious Drinks for the Home Mixologist** by Shane Carley

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**Zabar's: A Family Story, with Recipes** by Lori Zabar

The fascinating, mouthwatering story (with ten recipes!) of the immigrant family that created a New York gastronomic legend: “The most rambunctious and chaotic of all delicatessens, with one foot in the Old World and the other in the vanguard of every fast-breaking food move in the city.”



**Mi Cocina: Recipes and Rapture from My Kitchen in Mexico: A Cookbook** by Rick Martínez

Join Rick Martínez on a once-in-a-lifetime culinary journey throughout México that begins in Mexico City and continues through 32 states, in 156 cities, and across 20,000 incredibly delicious miles. In *Mi Cocina*, Rick shares deeply personal recipes as he re-creates the dishes and specialties he tasted throughout his journey. Inspired by his travels, the recipes are based on his taste memories and experiences. True to his spirit and reflective of his deep connections with people and places, these dishes will revitalize your pantry and transform your cooking repertoire.



**That Sounds So Good: 100 Real-Life Recipes for Every Day of the Week: A Cookbook** by Carla Lalli Music

Great food is an achievable part of every day, no matter how busy you are; the key is to have go-to recipes for every situation and for whatever you have on hand. The recipes in *That Sounds So Good* are split between weekday and weekend cooking. When time is short, turn to quick stovetop suppers, one-pot meals, and dinner salads. And for the weekend, lean into lazy lunches, simmered stews, and hands-off roasts.



**Please Wait to Be Tasted: The Lil' Deb's Oasis Cookbook** by Carla Perez-Gallardo, Hannah Black, and Wheeler

Home cooks will love serving up bold-flavored tropical comfort food from *Please Wait to Be Tasted*, the first cookbook from Lil' Deb's Oasis, the James Beard Award-nominated hotspot in Hudson, New York. More than a recipe collection, it's a big-hearted celebration of food, love, and community.

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# KEEPING IT LOCAL

Iron & Grass is a Hudson-based chophouse rooted in the concepts of sustainable agriculture and regenerative farming

By Regina Molaro  
info@mainstreetmag.com

After spending over a decade in various culinary roles in the Hudson Valley and beyond, Mark Fredette unveiled Iron & Grass – a family-owned “chophouse” in Hudson, NY. The local farm-to-table restaurant and bar opened its doors in August 2021.

“We call it a ‘chophouse’ because ‘steakhouses’ focus on beef,” says Fredette, chef and owner of Iron & Grass. His new chophouse focuses on sustainable agriculture and regenerative farming. Most of its meat is locally sourced from animals that are pasture-raised and grass fed. Beyond its menu of steak, pork chops, and vegetables, Iron & Grass also offers seafood that is sustainably harvested.

## A culinary calling

For as long as Fredette can recall, he’s yearned to be a chef. “I’ve always wanted to be a chef – I’ve only pursued the culinary arts as a field,” says the graduate of The Culinary Institute of America in Hyde Park.

After graduation, this shining star went to work at The Artist’s Palate in Poughkeepsie, NY, (the restaurant closed its doors in 2020 and is in the process of being sold). “At the time, the Fells (proprietors) were pioneers in the region. The Artist’s Palate became known as a culinary destination. They were the first farm-to-table fine dining spot in the Poughkeepsie area,” he adds.



A former job in the now defunct non-profit dairy farm, Sprout Creek Farm also shaped Fredette’s perspective. “When I took the position at Sprout Creek Farm, I began to understand the effect farming has on land stewardship and I learned about regenerative farming. What I learned there really cemented my principles,” says Fredette.

In addition to developing Sprout Creek’s culinary program, Fredette taught sustainability and farming to children who attended the farm’s summer camp program. A one-quarter acre garden fed 50 children three meals per day during the program’s six to eight-week run every summer.

Another Hudson Valley stint includes working as market/catering chef at Gigi’s Catering through Greig Farm in Red Hook.

Beyond working locally, Fredette worked in Boston, New Orleans, and Alaska. While at Bricco in Boston, he trained under Italian chef Marisa Iocco. “She is a respected chef and is ahead of her time,” says Fredette.

In New Orleans, the culinary enthusiast worked at Red Fish Grill – a 500-seat restaurant on Bourbon Street. Fredette also served as assistant chef on CruiseWest, a small cruise line that is no longer in operation.

“It had a maximum of 85 passengers. Being on a small cruise line was a very different experience than being on a mega boat. It was very intimate and so was my experience in Alaska,” said Fredette. He explained that since the boat didn’t have much storage space, a barge delivered the food a few weeks ahead of time.

Prior to opening Iron & Grass, Fredette was the chef/owner at Clermont Café, which was located next to Tousey Winery in Germantown, NY. It grew quickly and Fredette soon needed a larger space. That’s when he and his wife Gabrielle decided to open Iron & Grass. “I’ve lived the in Hudson Valley for 13 years. We love the



area and are happy to be raising our two sons here. We like being part of the community,” says Fredette.

## Food philosophies

Before the farm-to-table movement even began, Fredette thought it made sense to purchase produce from neighboring farms. “It just made sense to me to shop local and support my neighbors. I remember trying to buy directly from local farmers and they would tell me to order from their distributors,” admits Fredette. As a result, he shopped local farm-stands.

Fredette channeled that philosophy into the way he manages and makes decisions for Iron & Grass – a 99-seat restaurant located on 12 acres of flatland. A family affair, Gabrielle manages the finances and accounting.

A chophouse was certainly on Fredette’s wish list. “I really enjoy the craftsmanship of butchery,” he shared. With sustainability in mind, he explains that between 400 and 500 pounds of meat can be sourced from

one cow, but generally only 50 to 100 pounds are used for rib eye and porterhouse steaks. Farms can’t keep up with the demand for these popular cuts.

Most of the remaining meat on the cow is sold as chuck, sirloin, and ground beef, but the farmers can’t make a living selling that inexpensively in retail markets. They have to feed their families too,” explained Fredette. An experienced butcher can extract quality steaks from these same primals.

Beyond offering rib eye and porterhouse, Fredette offers other cuts. He strives to purchase as much of this meat as he can from local farms. “We take time to remove the connective tissue and I use my craftsmanship to extricate these cuts,” explained Fredette who also mentioned other cuts of steak such as the Denver

Continued on next page ...

Steak (a well-marbled tender shoulder steak that is gaining popularity); Tri-Tip (a flavor-packed triangular steak from the bottom sirloin); and Coulotte (a tender, fatty meat).

“Our steaks are generally between \$28 and \$145 for a 28-ounce Bison Tomahawk from Fossil Farms in Boonton, NJ. We try to offer a range of prices and strive to be an every day restaurant that supports local farmers,” says Fredette.

Iron & Grass offers entrées as well as an à la carte menu, which means that each steak is sold separately from the side dishes. Every steak on the menu includes the name of the farm that the meat came from. Some of the suppliers include Letterbox Farm Collective and Meisner’s Heritage Farm, both in Columbia County as well as Common Hands Farm in Hillsdale and MX Morningstar Farm in Hudson.

The menu’s steak and chops include a 12-ounce Denver Steak from Hardwick Beef in Vermont and a 12-ounce Boneless New York Striploin from Grimaldi Farm Store in Ghent. It is certified organic. Fredette also purchases steaks from Gulden Farm and Dirty Dog Farm, both in Germantown. The pork hails from Raven & Boar Farm in East Chatham.

Fredette mentions the Local Burger as a great option. The meat comes

from Dirty Dog Farm. The burger is made with grass-finished beef and is served on a house-made roll. It contains cheese from McGrath Cheese Company as well as house made onion jam and ketchup served with crispy smashed potatoes. A meatless option is available.

Fredette also mentions Iron & Grass’s Steak Frites, also currently made from Hardwick Beef. This dish features a grass-finished Denver steak and comes with crispy smashed potatoes and a chimichurri sauce.

Iron & Grass also offers seafood and gluten-free options. Among the entrées is the Marrow Shrimp Risotto. It boasts shrimp from the Alabama Gulf, arborio rice, and cheese from McGrath.

### Getting started

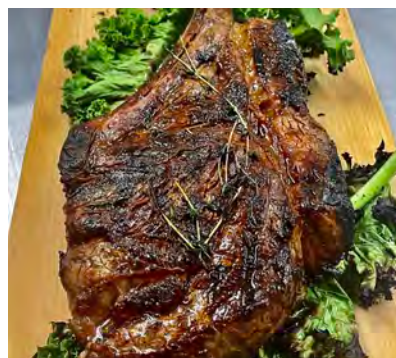
As for appetizers, one of Iron & Grass’s standouts is Buffalo Cheese Curds, which are made from cheese that hails from McGrath Cheese Company. This snack is also made with buffalo powder and crispy broccoli leaf. “This is my favorite nostalgia piece,” admits Fredette, who worked with Colin McGrath at Sprout Creek.

For starters, Iron & Grass also offers Strawberries & Cheese, which is made with mint from Greig Farm, McGrath Victoria cheese, and Harvest Spirits double balsamic. Other appetizers may include charred broccoli with lemon salt and olive oil – or asparagus sourced from Greig Farm. These are drizzled with extra virgin olive oil and sprinkled with salt, pepper, and a splash of lemon. There’s also the Forbidden Black Rice, which is prepared with extra virgin olive oil, shallots, and a sprinkle of sea salt.

### Crafted cocktails and spirits

“I’m a scotch and bourbon guy, so I make an Old Fashioned that changes with the seasons,” says Fredette. Iron & Grass recently offered an apricot-flavored variety, thanks to a great crop out of California. During the summer, Fredette usually purchases small batch rum from the Caribbean. A menu of summery Mojitos follows.

Beyond the scotch, tequila, and



rum, which come from the regions of the world that authentically produce these spirits, Fredette brings in local spirits such as Black Dirt Distillery in Warwick, Taconic Distillery in Stanfordville, Albany Distilling Company in Albany, Arrowood Farms in Accord, and Harvest Spirits in Valatie, to name a few.

Since summer is blueberry season, Iron & Grass offers a Mojito made with simple syrup and blueberry mint. They also make a mango jalapeño margarita with a smoky mezcal flavor. “I’m passionate about it. I don’t think chefs should buy processed food and products. People can go to the store and get the bottled stuff. At times there are reasons to, but I try to make it all here. In my opinion, everything should be crafted – it’s part of being a chef,” says Fredette.

Iron & Grass’s cocktails are crafted with local ingredients and Boylan soda. When they whip up margaritas, everything is made in-house. Finally, Iron & Grass has a full wine list, and has local wine from Tousey Winery.

### Ambiance and amenities

The ambiance at Iron & Grass is described as minimalist and a bit modern. There’s an exposed ceiling and exposed rafters as well as touches of corrugated steel. A pleasant outdoor patio offers views of the Catskills. It’s a perfect place to catch a sunset with a

spirit in hand.

Vegans, vegetarians, and those who are gluten-free will also feel comfortable dining at Iron & Grass. “If a group comes in, we don’t want someone who is gluten-free, vegan, or vegetarian to feel like they’re inconveniencing us. We’re in the hospitality industry and we’re here to serve people,” concludes Fredette. The restaurant has many vegetarian, vegan options, and gluten-free items.

A party space and private dining area are available for tastings. At press time, Fredette was planning tastings and Meet the Grower events. Stay tuned.

Another perk to Iron & Grass is The Conery – a seasonal ice cream shop on the premises. It sells Jane’s Ice Cream, which is also locally made. House-made waffle cones are made daily and The Conery also sell milkshakes and sundaes made with local fresh ingredients. A large playground is another hot destination on the property for families to enjoy some time together. •

*To learn more about Iron & Grass, they are located at 3521 US 9, Hudson, NY. You can call them at (518) 751-9908, or visit them online at [www.ironandgrass.com](http://www.ironandgrass.com). All images with this article depict the food of Iron & Grass and are courtesy of Mark Fredette.*



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# MEXICAN CORN, PASTA & KALE SALAD

By Chelsea Streifeneder  
chelsea@bodybewellpilates.com

Summer is the height of growing season for us here regionally, and in honor of that we asked Chelsea Streifeneder of Body Be Well Pilates and Nutrition to share with us a healthy, delicious, and (somewhat) local recipe that is perfect for those summer barbecues. Enjoy!

It has been so busy lately and I feel like there is always something popping up last minute lately. Just a couple of weeks ago I was invited last minute over to a summer barbecue and I threw together this Mexican corn, pasta and kale salad to bring along with me. I usually try to stick with as few ingredients as possible to keep things simple, easy, and fast. Even though this dish has a few more ingredients than my normal creations I made sure it does not have meat or mayonnaise, so it is safer for being left out at summer parties and great for leftovers and lunch boxes too.

## Shop local and get a discount

I gathered all my ingredients for this



recipe from Adams Fairacre Farms. Also giving you a friendly reminder that if you use code BODYBEWELL at checkout\* you'll receive \$5 off your total purchase of \$25 or more at any location, every day except after 5pm on Wednesdays. Only one affiliate code per purchase please!

## Ingredients:

- 1 box of pasta
- 4 ears of corn (about 3 cups – can also use a bag of frozen corn if needed)
- 3 cups kale (can soak in lime juice after rinsing for extra flavor)
- 2 avocados diced
- 3 scallions chopped
- 3 jalapeños finely chopped (leave seeds in to make it extra spicy)
- 1 cup (pre chopped) or 1 small red onion
- 1 cup crumbled cotija cheese
- 1 can black beans drained and rinsed

## Dressing:

- 1/2 cup avocado or olive oil
- 1/2 cup lime juice
- 1 tablespoon ground cumin
- 1 tablespoon smoked paprika
- 1 tablespoon chili powder
- 2 tablespoons Sriracha or hot sauce
- Salt and pepper

## Directions:

If you're using real corn shuck, cook and let cool. Then take a knife and cut off the corn and set aside. Cook the pasta next and do the same.

When the corn and pasta has cooled down completely take all the ingredients and mix in a big bowl.

Make the dressing in a separate bowl and then pour over top of the salad and mix.



Feel free to top the salad with a hard boiled egg, chicken or even shrimp for extra protein. I would also suggest that if you're planning on making enough for leftovers to add the avocado on top and store it without the avocado as it doesn't hold up that well. Just add avocado to it the next day or whenever you plan on eating it. Enjoy! •

*Feel free to reach out with any questions. Last year I expanded my "Body Be Well Pilates" brand and added Body Be Well Nutrition to offer our clients and community simple, healthy and easy recipes for busy people like myself. Just like how I believe Pilates should be a part of a healthy lifestyle so should eating healthy with real and local foods. You can call Chelsea at (914) 466-3173 or email her at chelsea@bodybewellpilates.com. Visit Body Be Well Pilates online at www.bodybewellpilates.com.*

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# “YES WAY, ROSÉ!”

WHY PINK IS PERFECT FOR SUMMER AND, WELL, ANY TIME

By *Dominique DeVito*  
*info@mainstreetmag.com*

Memorial Day weekend was a glorious kick-off to summer this year, with bright blue skies and limitless sunshine and temps in the 80s. And here it is July already, with summer in full swing. When you're in a soaking-up-the-sun mood, there's nothing better than a glass of Rosé. It's pretty to look at, is served very cold (perfect for hot days and nights), and pairs well with just about anything you'll be eating outside (or in!), from salads to sandwiches to barbeque. It truly is a summertime best friend.

## Rosés are soaring

Rosé wines have soared in popularity in the past decade, and their popularity doesn't seem to be letting up. In fact, between 2010 and 2020, sales of Rosés from around the world increased over 1000% according to a report from a global market research company. There are many reasons for this, and research supports the speculations. Rosés appeal to women because they are so pretty and pink, in all different shades, like a beautiful garden. Rosés have the association of being a “fine wine,” too (lots more cache than a sweet, pink blush like a white zinfandel, for example), so there's an element of glamour in a glass of

Rosé. And they're simply delicious and versatile.

Not surprisingly, for these reasons and more, celebrities are jumping on the Rosé band wagon, and their brands are trumpeted on social media sites, propelling further sales. Brad Pitt and Angelina Jolie are behind Miraval; Jon Bon Jovi is the source of Diving Into Hampton Water; friends Cameron Diaz and Catherine Power created the Avaline line of organic, natural wines, starting with a Rosé; Snoop Dog has a Rosé with the super-popular Australian brand 19 Crimes; and rapper Post Malone is in, with Maison No 9.

Celebrity backing is good for wines, because it guarantees a quality level. After all, would any of these folks – all high-quality brands themselves – put anything on the market that wasn't in line with their own levels of expectation around quality? No. They can also afford to make very good wines right out the gate, and we're the beneficiaries of that.

## Where did it come from?

While celebrities and producers world-wide are elevating and legitimizing Rosés as go-to wines, those in the know know that Rosés were actually some of the first wines to hit humankind's lips. It was the Phoenicians who got things started, some speculate as long ago as 1500 BC! It wasn't a sophisticated or deliberate winemaking technique back then, it was simply a dilution of water added to wine made with red-wine grapes. It was typically hot in Phoenicia (along the eastern coast of the Mediterranean), and water was often unsanitary. Fermented beverages like wine could often be very strong. Combining the two lessened the potential evils of both, and yielded an often enjoyable drink (well, that's subject to interpretation ... only can only hope so).



Above: From Milea Estate Vineyard in Dutchess County. Below: From Whitecliff Vineyard & Winery in Ulster County.

Phoenicians brought their wines and vines to southern France, eventually, which is how and why that area – Provence in particular – came to be associated with Rosés. Over millennia, as winemaking became more refined, winemakers found that quaffable, delightful, light-bodied yet full-flavored dry wines could be made with a variety of grapes of either single varietals (like Pinot Noir, for example), or blends. Not only could the blends produce lovely wines, combining already juiced grapes of all kinds and then turning them into Rosés was a way of getting everything possible out of the year's precious harvest.

Continued on next page ...



### How are they made?

The reason Rosés are pink (many lovely shades of pink!), is because they are produced by the skins of red-wine grapes that have been left to macerate (soak) for a few days after those very grapes have been pressed off to make a red wine. A couple of days into maceration, the juice of the wine will be pink, picking up pigment from whatever grape(s) are being used. If the skins are left on for more than a few days, the juice will become increasingly darker in color. In most cases, more is not better, and winemakers will press off the macerated grapes sooner rather than later. Once pressed, the resulting juice will continue to ferment to make wine to the desired taste.

### Vive la France

It was a French Rosé that got the party started here in the US. *Mais oui!* Whispering Angel was introduced in 2007 and quickly gained notoriety, especially with the posh Hamptons beach crowd on Long Island. The winery went from producing less than 1000 cases in 2007 to over 300,000 in 2017.

The French are still making some of the best Rosés in the world, and many of the celebrity Rosés mentioned in this piece are produced in France. Provence is rightly becoming proprietary about its Rosés. A Provençal Rosé is typified by its pale pink color and taste profile of being dry, minerally, and delicately

fruity. Many grapes are grown in the region, which borders the Mediterranean Sea in the south of France.

### Here, there, and everywhere

While Provence enjoys its reputation for being home to the quintessential Rosé, this delightful style of wine is now being made around the world and with all different kinds of grapes. Rosés are made with any number of grapes, from classic French Syrah/Cinsault blends to Argentinian Malbec, Italian Tempranillo, and even New Zealand Pinot Noir.

The United States is full-in where Rosés are concerned, with more and more being released along the west coast in states from California to Oregon; and from all parts of the East Coast. Here in New York, we're lucky to have wonderful Rosés being made by wineries across the state, from the Finger Lakes to the Niagara Escarpment to Long Island to the Hudson Valley.

### Home Sweet - no, dry! - Home

The best way to experience New York State Rosés is to taste them at the wineries where they are made and get the stories about them from the winemakers. You could spend all summer doing that, though, as just about every winery showcases a Rosé these days. Another option is to head to a nearby wine and liquor store with a large New York section and grab a selection to compare and contrast on your own. That's what I did, and here are my selections and tasting notes.

#### Finger Lakes: Herman Weimer Dry Rosé.

A blend of 85% Pinot Noir and 15% Cabernet Franc from Weimer's vineyards on Seneca Lake, this elegant, dry Rosé is bursting with notes of strawberry and watermelon while being deliciously dry. At just 12% alcohol, it's a wine that you can sip and savor from cocktail hour through dinner.

#### Niagara Escarpment: Arrowhead Spring Vineyards Dry Rosé.

I've been a fan of Arrowhead



Above: From the Niagara Escarpment, Arrowhead Spring. Below: From Lenz Winery on the North Fork of Long Island.

Spring's wines since tasting them nearly a decade ago. Owners Duncan and Robin Ross are all about their terroir and the grapes they grow on their farm in Lockport, NY, just ten miles as the crow flies from Lake Ontario to the north, and about 30 miles from Lake Erie to the south. Their 2021 Rosé is a blend of estate-grown Cab Franc and Cabernet Sauvignon. The wine is very light garnet in color, with bright cherry and strawberry on the nose and a touch of spice on the finish.

#### Hudson Valley: Whitecliff Winery, Milea Estate Vineyard, Galway Rock Vineyard & Winery

I couldn't help but try three from the Hudson Valley as all these wineries are easily accessible to us and produce such distinct yet lovely wines. Get to them if you can! Whitecliff's dry Rosé is a luscious dark pink color with pronounced melon and berry notes. Milea's Rosé of Pinot Noir is also a darker shade of pink. A wine that's as pretty in the glass as on the palate, it pops with bright cherry notes typical of the Pinot Noir grape. Galway Rock makes its Rosé with a blend of white and red wine grapes rather than one made exclusively from red

wine grapes. The color is like the pink from the inside of a seashell, delicate and vibrant. The combination of different grapes and wines used gives the wine a complexity while showcasing lots of summery fruit notes. The winery likes to call it "sunshine in a bottle."

#### Long Island: Lenz Winery Firefly Rosé

Lenz has been making wine at its gorgeous location in Peconic since 1978 and is still a leader in the burgeoning Long Island wine scene. Their Firefly Rosé is made with a Bordeaux-style blend of Cabernet Sauvignon, Merlot, and Malbec, yielding a fruity complexity in a seemingly simple pale pink wine. A big floral nose yields notes of strawberry, hibiscus, and grapefruit.

I am totally sold on why Rosé wine is so popular. It has become my go-to summertime choice. No wonder the wine industry is speculating that Americans may soon find the Rosé wine aisle in their stores to be equal in size to those of white and red wines. A *votre santé* in whatever way you say "Yes to Rosé!" •





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# The Culinary Institute of YouTube



By Caleb May  
info@mainstreetmag.com

“Anyone can cook.” Those three words are famously echoed throughout the hit movie *Ratatouille*, the heart-warming story of a rat with big dreams making it to one of the biggest kitchens in France and aiding a young chef in the process. While anyone can cook, it is important to note that not everyone has a talented rat warning them before they accidentally use salt instead of sugar in their cake or add WAY too much garlic powder to their recipe. However, there is an alternative solution to Remy the Rat.

YouTube, since its creation in 2005, has become a cornucopia for all that the internet has to offer. It is possibly the only place on earth where cute cat videos and instructions on how to repair your GE refrigerator are only a click away.

YouTube has been a place that I have turned to for advice and entertainment almost daily for the past decade or so and it has served as a second school where I am able to learn skills and acquire knowledge that is not readily available in the regular classroom.

## With the help of YouTube...

In my previous articles for *Main Street* I have written about my love for fishing. I wouldn't be half the angler I am today without YouTube teaching me how to tie knots, choose baits and lures, and where to find certain types of fish at certain times of year. Same goes for birding, my car knowledge, and various other random interests.

As a college student who will soon be living off campus and thus, off the meal plan, I have been turning to

YouTube to help transform me into a Michelin-star chef. Over this summer I have begun repurposing my kitchen into an elite restaurant and have utilized YouTube to aid me. So far I have churned out meals such as Honduran pupusas, honey-glazed salmon, and delicious sirloin steaks marinated in soy sauce. I would be lying if I said I could have done them without the help of YouTube.

So, in today's article, I thought I could spend a little bit of time sharing a few things that I have found in my culinary YouTube journey such as recipes, channels, and my perspective as someone expanding their repertoire through YouTube.

## Props to mom

Now, I would be remiss in not recognizing the fact that my mom has been extremely instrumental in my cooking journey. She has taught me valuable lessons and has passed down the knowledge that she learned through her parents. Additionally, she has provided me with delicious meals such as her homemade meatballs and famous mashed potatoes (not served together of course). YouTube is a place where you can take what you already know and expand and take in new techniques or preparation styles that you wouldn't have been exposed to.

*Bon Appétit* and *Epicurious* are two amazing YouTube channels for that. *Bon Appétit* has a series of videos where they examine basic ingredients or meals and compile a list of all the ways to prepare or cook them. If you had to guess how many ways there are to cook a hamburger what would you

say? Five? Maybe ten at the most? *Bon Appétit* puts it more in the ballpark of 42. You can cook the classic American meal in a waffle iron or stuff your burger with bacon, onions, and cheese to create what is known as a Juicy Lucy.

They don't stop at burgers but also cooked eggs in tomato sauce, electrocuted a potato, and lasered a steak. Of course not all of these suggestions should be taken with much sincerity or taken too seriously. Obviously, cooking a steak with a laser is not a practical activity and will most likely end up with a severely undercooked piece of meat. However, if these videos can introduce you to at least one way to indulge in your favorite foods they have served their purpose. After viewing the videos I have attempted to make poached eggs, soft boiled eggs, smash burgers, Juicy Lucys, and many others, which livens up the kitchen and the dinner table every time I try a new recipe.

*Bon Appétit* also offers one shot recipes, meal hacks, and fun videos that pit professional chefs against home cooks which are an absolute joy to watch and laugh along with.

## That extra little something

There is something you get from YouTube cooking videos that you just can't get from reading online recipes. You are able to connect with the chef on a greater level and actually witness the food being prepared instead of reading and trying to follow a recipe that way.

There are certain techniques and operations that are just too compli-

cated to gain an understanding simply from reading about it. *Epicurious* produced a series in which experts go in depth into the preparation of more nuanced or difficult food items such as seafood and shellfish. Experts filet, open, and shuck dozens of different bounties from the sea such as soft shell crab, salmon, and scallops. They provide the viewer with the ability to view every knife cut instead of trying to interpret the work of an author. The videos are entertaining and every different item is labeled in the video timeline meaning navigating and finding the desired seafood, meat, shellfish, or cheese is easy and you can be cutting and cooking in no time.

Additionally, YouTube has replaced TV to a certain extent. Instead of checking the TV schedule and waiting for a rerun of a show that has been canceled for the past decade, you can log onto YouTube and see what has been uploaded there. One resource I continuously use is Gordan Ramsay's YouTube channel. While he might be most known for his extreme and profanity-filled antics, he has a plethora of more toned-down instructional videos that appeared on his early cooking shows. He covers simple seafood dishes to British comfort food, and provides a stark contrast to his usual drama.

Take it from me, you don't have to be a bad cook forever. YouTube is a way to elevate your game and have fun doing so in the process. Gone are the days of expensive cook books and ad-filled online recipes. Welcome to cooking in the 21st century. ●

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# In good spirits

*This summer, explore the libations of The Hudson House & Distillery – a scenic riverfront destination located in a former monastery*

By Regina Molaro  
info@mainstreetmag.com

It's been a while since we've been able to hop a flight to some exotic overseas locale to revel in the stimulation of new perspectives, flavors, and people. Many of us are craving novel experiences and, luckily the Hudson Valley has so many enticing destinations that are in proximity. No flight required! Among them is The Hudson House New York – a waterfront craft distillery that opened in September 2021 in West Park.

When you arrive, you'll be greeted by panoramic views of the Hudson River. A former monastery is home to this recently opened distillery, which crafts ultra-premium, limited batch spirits. The majestic, Italian Villa-style building is situated on 27 acres, dotted with trees and walking trails that meander down to the water. Indulge in the beauty of the green hues of the lawn, which offer a striking contrast to the azure shades of the flowing river and daytime sky.

Built in the 1850s, The Hudson House most recently served as a 100-year-old monastery. In 2015, co-founders Paul Seres, COO and Charles Ferri, CEO of The Hudson House switched things up. They became the fourth proprietors to hold the title to the building in more than 150 years. The Vatican had to approve the sale of the property. From start to finish, it was a six-year journey to launch the business.

Seres and Ferri shared a vision to create a destination distillery – one that would produce fine spirits, but also double as a magical venue for events. "When we found this location, it checked off so many boxes, including a hotel. It's such an iconic property in such an ideal location," said Paul Seres.

Beyond operating as a distillery, The Hudson House offers a grand event space – the perfect backdrop for all types of fetes. A boutique hotel is slated to launch within the next few years.

In keeping with the tradition of the original Italian villa revival style of architecture, Seres and Ferri committed to restoring and maintaining the property to showcase the original character while modernizing the property's look and feel.

The venue currently boasts a spacious deck offering unobstructed views of the river and historic landmarks such as the Vanderbilt Mansion National Historic Site and the historic Hyde Park Station. It's the perfect place to spend as summer afternoon or evening.

## American made

Seres and Ferri certainly recognized potential in this stunning, serene riverside locale and the duo also shared a vision for the business. Prior to launching The Hudson House, Seres held many entrepreneurial roles. His resume highlights various stints in hospitality and branding.

Although Ferri's career was steeped in banking, he is also the producer of Star Vodka – a premium craft vodka that was produced on the west coast and has now migrated east and evolved into Altair Vodka. The brand supports local businesses by utilizing grains from New York State.

Although the approval process from the Vatican was a simple feat, navigating the town's approval process proved to be challenging at times. "In our early phases of development, we had a difficult time getting people to buy into our vision," admitted Seres.

"We are truly on Holy ground. We have an old artesian well, which is tapped into a Catskill aquifer that flows with naturally soft water, which contains light minerals. It's called 'sweet' water and is the foundation of all our spirits," revealed Charles Ferri. This special water source sets The Hudson House apart from other craft distilleries and enhances both the aroma and taste of its spirits, while reducing the "heavy burn" associated with many other alcohol brands.



The Hudson House is currently the only destination that offers its small collection of spirits, but that will change when Seres and Ferri ramp up production soon.

As demonstrated, Seres and Ferri certainly believe in supporting local businesses as well as other companies that produce ingredients and materials that are Made in America. They're also proud to support US jobs. Most of the grains utilized in The Hudson House's products also hail from the Empire State. Its elegant glass bottles are crafted in a 100-year-old factory in Pennsylvania. The factory uses top notch glass standards for its production.

"Sadly, most distilleries are sourcing glass overseas to save money. They're using less expensive glass, but we feel that is not in the best interest of our customers and our business in creating luxury ultra-premium brands. Our labels are even made in Upstate New York," said Ferri.

Continued on next page ...

All images with this article depict The Hudson House and are courtesy of The Hudson House.

**Cheers! The spirit portfolio**

The Hudson House's collection includes Black Creek NY Bourbon, which is crafted using a four-grain mash (which includes corn that touts a "non-GMO" standard, Empire rye, European wheat, and malted barley). It is aged for three-and-a-half years in heavy charred barrels. Infusing the local water makes for an incredibly smooth sipping bourbon. The suggested retail is \$65 per bottle.

Another star is The Hudson House's Black Creek Empire Rye – a "high rye" (which means it contains a high percentage of rye), which is generally very challenging to tone down due to the harsh spiciness that many ryes on the market exhibit.

The Hudson House's smooth pour is achieved through a distillation process that lasts a minimum of five-and-a-half years. Heavy charred barrels are used in the process. "These factors, coupled with the dynamic weather in New York provide much better infusions of oak and char than a typical barrel from, say – Kentucky, to help settle our Rye into what we feel is one of the most pleasant rye whiskeys on the market," said Ferri. The suggested retail is also \$65 per bottle.

Finally, The Hudson House's menu also offers Altair Vodka, which is crafted from non-GMO corn that hails from farms in Upstate, NY. A 12x micro distilling process is used to create the vodka – this means there

are shorter distilling runs and they run more times, so the flavor is maintained while still achieving purification. After the sweet water is infused, Altair Vodka is transformed into a vodka unlike others on the market. The result is a vodka with a floral aroma and a flavor that is more like a gin with absolutely no harsh burn. The suggested retail is \$49.

Look out for another bottle to be added to the mix – a Black Creek NY Bourbon Anniversario Special Edition, which will retail for \$150. At press time, The Hudson House expected to launch this bottle in July. Stay tuned – a special event will be held in the new ballroom.

Of course, wines and beers are also offered at this waterfront hideaway. The Hudson House has partnered with the Millbrook Vineyards & Winery and Mill House Brewing Company to offer a portfolio of Hudson House branded wines and beer.

**Taste the Hudson**

Whether spirits enthusiasts are interested in sampling The Hudson House's limited batch Black Creek Bourbon and Rye Whiskey, or they prefer to unwind with a glass of wine or beer, there's a seat in the house for every libation lover.

Tasting rooms are located throughout the sprawling property. Tours take guests of The Hudson House through the distillery, which is in the cellar of the former monastery. All tours include a private tasting. Tastings can be enjoyed at any time during business hours and may be arranged via the website, [thehudsonhouse.com](http://thehudsonhouse.com).

**Amenities abound**

Those who are planning to host a party, gathering, reunion, wedding, or other celebration, may be interested in reserving The Hudson House for the occasion. Although the setting oozes ambiance, hosts can dial it up by bringing in their own cuisine, florals, and music. The venue has an in-house wedding planner and event director who will assist with all planning needs if hosts would prefer to leave the details to the experts.



The entire first floor of The Hudson House serves as an event space. It can accommodate cocktail receptions and events up to 300 people for standing room. "We are nearing completion of our ballroom, which will more than double our capacity for events," said Seres. The elaborate ballroom – like all The Hudson House's other spaces – will open onto a 4,000-square-foot deck.

Beyond the hotel, which is currently in the works, Seres and Ferri plan to have a dock installed next year, enabling boaters access to the property.

The Hudson House is open every Thursday and Friday from 3pm to 10pm and Saturday and Sunday from noon to 10pm for tours and tastings. Curbside pick-up is offered from Tuesday through Sunday, from 9am to 5pm. ●

*To learn more about The Hudson House & Distillery, they are located at 1835 US Route 9W, West Park, NY. You can call them at (845) 834-6007 or visit them online at [www.thehudsonhouse.com](http://www.thehudsonhouse.com).*

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# My 5 (+1) favorite local dishes are:

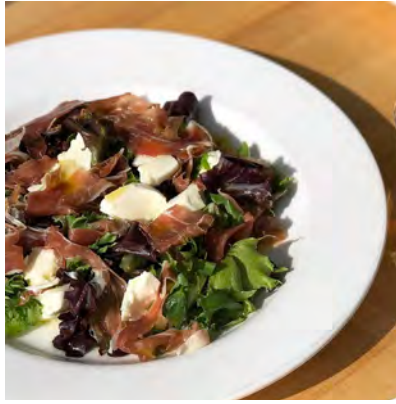
By Thorunn Kristjansdottir  
info@mainstreetmag.com

We cover quite the geographic area in this magazine – in content as well as in our distribution area. But aren't we lucky that we do? Within that area there are so many incredible eateries and drinkeries... wait, is that even a word? If not, we may have just created it. Regardless, it suits our purposes so well right now, because in honor of this being our "Food & Drink" issues, I wanted to share five (plus one) of my favorite local dishes with you. I've tried to sample from within our region, and it was really hard to narrow it down because there are so many incredible places with fantastic local food.

As a disclaimer I feel obligated to add that my restaurant choices are somewhat skewed to be family-friendly since we have kids. Our kids are extremely well-behaved, but the menu offerings and ambiance need to be somewhat kid-friendly for us. This isn't a real challenge or hardship, but I felt it important to add that here.

## The best salad and spicy shrimp pasta at Market Street

Market Street in Rhinebeck, NY, has so many amazing things to offer on their menu. They have a cool vibe, and great drinks! I love trying their many cocktails, changing it up every time that I go. But in the past year, I find myself going back time and again to not one but two dishes on their menu. My favorite salad there is their arugula, prosciutto and burrata salad. I literally order that every single time that I go. Whereas about every other time I order the jalapeño shrimp pasta dish because it's just amazing. And the most amazing thing about this favorite dish of mine is that I don't really like spicy food and I don't like love-love shrimp, but I love this dish!



## The fries and rings are to die for at Bistro Box

We recently made a stop at the Bistro Box in Great Barrington, MA, and had the best experience. It was a beautiful summer day and dining outside on their lawn with the lawn games was perfect. The line to order was a tad long, but it was well worth the wait. We ordered a number of things, but the two things that stood out were their loaded fries and the onion rings. Oh Mama Mia! Just wow. The Caesar salad, grilled cheese, and burger were picture-perfect and delicious, too – but those fries and rings... amazing!



## The best macaroni salad and burgers at McEnroe's

McEnroe's outdoor restaurant on Rt. 22 south of Millerton, NY, has such a cool vibe, is one of the most family-friendly places, and has some of the freshest food around. It's always a fun time there. My husband says their burgers are some of the best burgers in the region, while I just love their macaroni salad! We've tried just about everything on their menu, and it's all been amazing. Personally, since I've been going the non-meat route, I love their vegetable-based dishes: the salad, the veggie burger, and much more. It's a home run every time, plus the staff is so friendly!



## The mother of brick oven pizzas at Pizzeria Posto

I know I've talked about Pizzeria Posto in Rhinebeck, NY, in the past, maybe you've even seen our social media posts. And I know that pizza is sometimes a controversial issue because some like New York-style pizza while others prefer deep dish, or brick oven... and so on and so forth go the choices. Well, regardless of that, you just have to like this brick oven pizza joint because their pies are fantastic. Their Caesar salad is amazing as well. But I digress. We've tried every single pizza on the menu and they are all great, depending on what you're in the mood for. We usually end up ordering a Margherita, a pepperoni, and then the third is a revolving door depending on our craving of the day. But it's hard to beat the pies when they come right out of that brick oven. Mmm, fantastic!



## Dinner with a view at The Greens

So I don't golf, but I still really appreciate the view of the golf course at The Greens on Copake Lake. The rolling hills of the course, the lake in the far distance all make for a great deck-dining experience. I also love the cozy indoor ambiance with the fire raging in the winter.

I've been dining at The Greens for well over a decade, and their menu has always been interesting with lots of great favorites through the years. If you're looking for burgers and fries with a nice cocktail, they got you covered. Or if you're more in the mood for the whole three course meal thing, they got you covered too. One of my favorite dishes of theirs through the years has been their lobster mac and cheese. To be honest, I've always liked all of their pasta dishes. My mom's favorite of theirs through many years has been the lamb dish. For me, my favorite there changes with the seasons, but I always love the ambiance at The Greens. ●





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# Let's celebrate

NOBLE HORIZONS WELCOMES THE COMMUNITY TO COME CELEBRATE ITS 50TH JUBILEE AT A FUN AND FESTIVE PICNIC EVENT

By Regina Molaro  
info@mainstreetmag.com

You're invited! Noble Horizons – a non-profit, senior living community in Salisbury, CT, invites you to come commemorate its special golden Jubilee. A picnic event will be held on July 12, 2022, at Noble Horizons, located at 17 Cobble Road in Salisbury. The celebration kicks off at 4:30pm and ends at 7:30pm. A rain date is scheduled for July 13, 2022.

Lakeville Hose Company – a volunteer fire station in Salisbury, will prepare all the delicious food offerings. The menu includes barbecue chicken and side dishes of coleslaw, baked beans, potato salad, and rolls. After your meal, cool off with some yummy ice cream and celebrate by indulging in a celebratory cake. Vegetarian meals are also available. Reservations are requested, but not required. The cost of admission is \$15 per person or \$40 per family and includes wine, beer, and Harney & Sons Tea.

## A fun day out

A 50th Anniversary video, produced by Sharon-based videographer Jonathan Doster, will premier and feature the reflections of more than 30 well-known community members.

Enjoy this fun day out with family and friends, and tunes provided by The Salisbury Band, which has been performing at concerts-on-the-green and other community events since 1928. This non-profit organization is dedicated to bringing traditional band music to the Northwestern Connecticut community. The band's founder, Lee Collins, played at Noble's community picnic for years and is now living in a cottage at Noble Horizons.

Lakeville resident and 49-year Noble volunteer Mary Barton, organized Noble's community picnics in the 1970s and is overseeing the 50th anniversary celebration, along with Judy McKernon, whose parents, Fran and Tom Wagner, were instrumental in the founding of Noble Horizons.

Legislative representative Maria Horn and Salisbury selectman Curtis Rand, both of whom had parents at Noble Horizons, will join the festivities.

## Thank you to the community

Bill Pond, executive director of Noble Horizons was eager to announce the celebration. "I can't think of a better way to celebrate our 50th anniversary Jubilee than with the community that helped found us a half-century ago. So many have contributed to Noble's success and this celebration is our way of thanking them. I am particularly grateful to Sharon Hospital and Nu-vance for their generous sponsorship of our 50th community Jubilee," said Pond.

Former Legislative Representative Roberta Willis, daughter of a former Noble resident who is featured in the 50th anniversary video, marveled, "50 years later, we see what an incredible effort creating Noble Horizons was and is. It would be amazing if they (the founders) could see it today. Noble isn't siloed from the community – it's part of the community."

Cash is preferred, but credit cards and checks will be accepted upon arrival. Those who are interested in attending may make a reservation at [noblehorizons.org/events](http://noblehorizons.org/events) or can pay in advance by credit card by contacting Michele Burns at (860) 435-9851, ext. 188. ●





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# ALL THAT JAVA smile. drink coffee. be grateful. love life.

By Lorraine Alexander  
info@mainstreetmag.com

When coffee beans are picked from the stems of plants and removed from their protective coverings, they are green, tasting something like grass if they have any taste at all, and fibrous. The two species that dominate the coffee market, Arabica (*coffea arabica*) and Robusta (*coffea canephora*) did not rise to the top in their field (of 120 species) as exceptions to that reality. Whether the esteemed Arabica or the runner-up Robusta, which now represents 40% of global cultivation, no juvenile coffee bean has anything like the youthful reputation of a crisp, fleshy green olive, a cinematically celebrated green tomato, or a sparkling green vino vinho. The young among coffee beans are relentlessly unpalatable. Or, as an English roaster from Lincolnshire with Shakespearean tendencies puts it, "...an unroasted bean is fairly useless ... it's but a bean." In fact, no matter their age, coffee beans aren't even beans; they are fruits with a seed that we call a bean and botanists call a drupe. Which is presumably why "bean" was never challenged as the accepted misnomer.

## What makes coffee coffee

What makes coffee taste like coffee is

the roasting of the bean. First, however, the bean must be released from its pulp and peel via a wet or dry "washing," which happens back on the farm or at a separate facility, leaving behind natural, developing flavors, from fresh to fruity to funky. Once the emancipated seeds have been shipped to the roaster the intricate business of creating highly nuanced flavors and aromas has begun. The qualities brought forth during roasting are what transport the beans from irrelevancy in our daily lives to the passionate necessity of our morning routines.

Roasting is nonetheless the one thing that Samantha Sapienza, inspired founder of ALL THAT JAVA, decided early on not to attempt. Knowing what you don't want is, in the familiar words of Stanley Kubrick, half the battle. What Sam wanted instead was to begin her business with partner Patrick Madden and serve her custom-blended coffees to her eager, welcoming clients. Local roasters are numerous, like Winchell Mountain, a fixture in Millerton since 1973, which roasts beans from Ethiopia and Burundi to Costa Rica. But Sam's romance remains true to Seattle, where she lived for 15 years, working as a



portrait photographer and raising her three sons with her musician husband. Her mission has been to bring her coffee's western "vibe," out east and to focus on her brand and her customers. Putting all of that into play, she turned to Dillanos, outside Seattle, a big roasting company servicing coffee vendors, distributors, and friends of caffeine in general, worldwide. When Sam told her newly acquired roaster rep, Alyssa, she wanted coffee that would taste bold and smooth, Dillanos presented her with dozens of blends from which to choose. The basis of her business, what she would pin her reputation to, became a mix of beans from Brazil, the largest global producer of coffee, the highlands of Papua New Guinea, and Central America (usually Guatemala). The next step was straightforward: the

beans are poured into a spinning drum where airflow and heat, set at about 430° F. for her medium roast, combine to create the ALL THAT JAVA house blend. Time to make coffee!

## The birth of a brand

But first there was the question of branding, and Sam's approach has been an ingenious one. Establishing a house blend is a norm, allowing people to make their personal statements. Sam's blend, however, is brewed and sold from a series of "tiny houses" – literally an 8' by 12' room, or 96 square feet. Sam's innovative concept, selling coffee out of miniature versions of the coffee bars and coffeehouses she'd encountered elsewhere, minus the furniture, was inspired by her

Continued on next page ...



**The cobbler has no coffee**

I asked Sam about her own coffee habits and was not surprised to learn – this is the cobbler’s children have no shoes story – that Sam and Patrick have no coffee maker at home. No French press, no Chemex, no nothin’. “I go straight to the shop [in Rhinebeck] and begin my day with whatever coffee appeals to me in that moment. Right now, it’s an iced latte made with oat milk.”

And does she ever reheat her coffee in, well, a microwave, I asked, feeling like an unwashed green coffee drupe. Her answer was direct and gentle: “I try not to, as heat destroys the intended flavor profile. What I do instead, especially in summer, is take coffee I’ve let become lukewarm and make iced coffee with it.” This struck me as genius, taking your forgotten coffee in the direction it’s already going. Sam’s final tip made my morning: “Make your favorite coffee and freeze cubes of it in old-fashioned ice trays. Your coffee will retain its character instead of being diluted by plain water.”

Ah, and speaking of water, how does she manage to make coffee without connecting to the town water supply? ALL THAT JAVA is made with 100% Poland Spring bottled water. As roasters say, the art is developing flavor, the science is repeating it. A cup of ALL THAT JAVA coffee will bear repeating, tasting the same, with Sam’s blend and consistent water, no matter where you find it. •

*To learn more about ALL THAT JAVA feel free to visit them in person at one of their numerous locations or visit them online at [www.allthatjava.net](http://www.allthatjava.net).*



All images with this article are courtesy of ALL THAT JAVA. Above, right: Sam Sapienza. Directly above: The ALL THAT JAVA coffee beans on full display.

surroundings. On trips to Rhinebeck to visit her family, Sam began noticing how much she missed the habit of stopping spontaneously for coffee as she moved through her Seattle days of errands, appointments, and shuttling children to and from school. Why not, she began thinking, open a suite of coffee spots specifically suited to the dimensions of the small towns and villages here in the Hudson Valley?

In 2016 Sam opened her Rhinebeck shop, a tiny-plus-some space designed to accommodate grinding and brewing, as well as display-shelving and a few tables for one. It’s not a hang-out, it’s a stop-in and move-on. Located on leased land with no water supply in a half-hidden yet central part of town, it embodies a pared-down aesthetic and friendly attention to the bond between people and their coffee. Her business plan was within sight. “I was always going to have multiple locations where I could spread happiness.” Key to Sam’s own happiness has been her business and personal partnership with Patrick, an artist whose career in San Francisco was in marketing. Soon a second outpost, an ALL THAT JAVA mobile unit, was showing up on the Walkway Over the Hudson or Windham Mountain Ski Resort in the Catskills. Today tiny ALL THAT

JAVA coffee kiosks have been installed in Kingston’s Hannaford Supermarket – another feature of Seattle’s coffee culture is the availability of coffee while you grocery shop – and added to the village street life of Millbrook and Tivoli.

Whether dashing to the open window of Millbrook’s ATJ hut, on a postage stamp of land behind Barbaro’s restaurant at Franklin and Church in Millbrook, or walking over from the pharmacy or hardware store, customers get in line for quality. The coffee takes up more space than the solitary counter clerk. The coffee beans are the same for lattes, cappuccinos, macchiatos, long Americanos, mochas, drip, iced...and even espressos, which differ from regular coffee in brew method only, using pressurized water and a fine grind. Decaf is also on the menu, as are such signature coffees as the nearly eponymous Frappienza, a frozen cappuccino, and Zoda, made of espresso enlivened with seltzer.



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# Sweet peas

By Pom Shillingford  
info@mainstreetmag.com

This month, Flower Friends, we are pushing the envelope both in terms of trickiness in growing but also in the rewards of our labor – and I’m not just talking beautiful flowers, but for off-the-charts scent. For this month I am urging you to consider growing *Lathyrus Odoratus* – the most deliciously scented of summer flowers, the sweet pea. You can argue all you like about the smell of roses, lily of the valley, gardenias, but for me there is no smell more evocative, nostalgic or hands-down more beautiful than that of the sweet pea.

Sweet peas were first identified by a Sicilian Monk Franciscus Cupani at the end of the 17th century. It was not until the end of the 19th century in England that many of the varieties that we know and love today were bred. It is thanks to the work of Henry Eckford in developing the dreamily scented *Grandifloras* and then Silas Cole at Althorp giving us the more flamboyant show-off in form *Spencers* (yes, one and the same *Spencer* as Princess Diana) followed up by hybridist William Unwin then taking these into the realms of flakes and stripes that we now have the spectrum of frills, flounces, stem length and plant height that is on offer today. These days sweet pea seed is available in a whole rainbow of colors, from the cleanest white to the almost black. With plains, bi-colors, ripples,

marbles and flecks, the best part of growing your own means you get to pick!

## Garden rules

That dilemma behind you, how and when to sew is the next question. There’s lots of chat about pre-soaking seed or nicking the outer layer of the seed before sowing to speed up germination. As with most garden “rules,” keep calm and do what works for you. I usually skip both because... I just do! What does make a difference is what you grow them in. Bearing in mind these are going to be in the pots for a long time and your goal is for good long roots, tall and narrow is the best way to go. Then regardless of what they’re in, put them somewhere to germinate where the mice can’t get to. Mice LOVE sweet pea seed!

Now when to sew. In milder climates it is possible, even encouraged to sow seeds in the fall so that the plants are raring to start pumping out the blooms once they have reached a certain root strength and the plants are receiving enough hours of daylight every day. All well and good if you live somewhere that is warm enough to leave seedlings out all winter or in an unheated greenhouse. But don’t get excited, because that’s not us! I start mine at the very end of February / beginning of March. I have to start them inside on the sunniest window sill I can find and hope that once germinated things get warm enough quickly enough outside that I can then get them out to my otherwise breath-visible barn under grow lights.



The worst thing for sweet peas when they have first germinated is to be too warm and too far from their light source. Then they will just shoot for the stars and get as leggy as a Victoria’s Secret runway model. Great if you’re catwalk bound – not good at all if a garden trellis is your final destination. Seriously keep them cold! Mine often actually freeze and still come back to life. Some braver souls actually direct sew their seed in late March as soon as the ground is workable.

## Quench their thirst

When it is time to go out, take a few days to gently harden them off and then plant them in a sunny area in compost-rich soil. Sweet peas are big eaters and voracious drinkers. Lots of water and lots of feeding. As well as frequent waterings, I slosh a couple of watering cans of diluted seaweed/fish concentrate over mine once a week. It stinks to high heaven but it’s the bees knees for feeding.

Sewing in the spring does mean that the plants won’t actually flower until much later in the spring/early summer. I actually had my first bloom this morning (June 6) having sewn these the first week of March. What will also really help them bloom is pinching out when they have at least two full sets of leaves and ensuring they are growing up something supportive. It’s in their DNA to climb, so they really do need to be loosely tied

onto some kind of support, be it wire, willow, rope, whatever you fancy.

The final secret to lots of flowers is to keep cutting. Sweet peas are the ultimate cut-and-come-again. If you don’t cut the flowers the plant will think that their job is done and set seed. And as great as it is to collect your own seed, you have not just gone to all that effort to skip the good part!

*Favorite supplier of sweet pea seed (and who teaches a brilliant online sweet pea growing tutorial every January) The Farmhouse Flower Farm <https://www.thefarmhouseflowerfarm.com>.*

*Top recommendation for locally cut sweet peas flowers, Tiny Hearts Farm, Hillsdale, NY, <https://tinyheartsfarm.com>.*

*Pom Shillingford is an obsessive gardener originally from England and now based in Salisbury, CT. She offers seasonal cut flowers through English Garden Grown. Find her on Instagram @english\_garden\_grown.*

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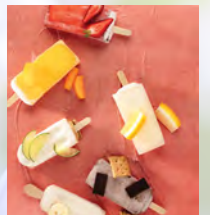
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## The birth of Main Street Moxie

# SO YOU WANNA START A PODCAST?

By Mary B. O'Neill, Ph.D.,  
mary@mainstreetmoxie.press

What do you do when your magazine editor approaches you to start a podcast? One option is to run screaming from her office. The second option is to put her off for months with vague responses and avoidance until that's no longer an option. Then you break down and say yes. I chose the latter path and haven't looked back – well, not too much anyway.

For those of you who haven't tuned in yet, podcasts are basically audio (and increasingly video) spoken word recordings on a particular theme or topic with a focus that ranges from niche to broad. They are posted to a podcast hosting service at regular intervals and then released to directories such as Apple and Spotify for download onto your smartphone or computer. Alternatively, you can listen on the podcast's website.

According to podcast hosting service Buzzsprout, as of May of this year, over one third of Americans (104 million) listen to podcasts regularly. In the US, 38% of people over 12 are monthly podcast listeners and 28% are weekly podcast listeners. The most popular age group that listens is 35-54 year olds, accounting for 43% of listeners. And the numbers keep growing.

### The birth of Moxie

In August 2021, *Main Street Magazine's* Thorunn Kristjandottir, the editor mentioned above, and I sat down to strategize on our podcast's theme. Still feeling hesitant and nervous, we explored topics and asked ourselves questions such as: What would we call it? Who would listen to us? What could we do that hasn't been done? Can we do this as a part-time endeavor?

We wanted to elicit relatable stories from people and celebrate them. We are drawn to the courage, grit, and resilience – the moxie – in people. We are both curious and love conversa-

tions that go deep. We wanted listeners to walk away with some little – or big – nugget of advice or inspiration that they could use in their lives. And so, *Main Street Moxie* was born. Well, the idea of it anyway.

### Digging deep

Then the hard work began and responsibilities were divvied up. Thorunn would do what she does best – design a logo and visuals that screamed moxie; create the website look, feel, and content; launch social media accounts as well as craft our marketing strategy.

I did what I do best – research. I read books and podcast advice websites and blogs. I spoke with people in the industry. I delved into product descriptions and reviews for microphones, headphones, the Zoom H-6, sound editing programs, podcast hosting services, and how to get listed in a podcast directory.

If you had told me a year ago that this 59-year-old writer, educator, mother of three, and proud Luddite would be entering the world of sound recording and editing I would have issued a hearty guffaw. In my world, words – no problem; tech – big problem.

By December we had our first guests invited and booked. Thorunn had secured sponsors and commissioned our theme music, which Johnny G. of the Music Cellar composed and performed. She worked with her website guru, Joe Villanova to get the site up and running. We recorded a mini-episode to launch the podcast and uploaded it to Buzzsprout, our podcast host. After that, we registered with directories so our podcast would find its way into people's ears. We also posted it to the *Main Street Moxie* website.

### It's just work

For me, December and January represented the winter of my discontent. Learning how to edit in the sound ed-

iting platform Audacity evoked sheer terror in me. I don't know when I've doubted my ability to master a skill this much. It was the hardest thing I have done since childbirth, and I'm not exaggerating.

My rants, tantrums, mutterings, and expletives were met with, "It's just work, Mary." Not what I wanted to hear, but true nonetheless. Launch date was hurtling closer and I was still crashing and burning in Audacity. My laptop and confidence were freezing up trying to edit delete "ums" and "likes" and download or upload content. When I finally upgraded my jalopy of a laptop and switched to a large memory external hard drive I felt like I had turned the corner and had ascended the near-vertical learning curve.

### We have lift off

Thorunn and I devised questions, divided up who would say what, recorded sponsorship spots, and posted on social media to build excitement. Then, on January 23, 2022, we released our first podcast episode and settled into a biweekly routine that has become just manageable for this part-time endeavor.

Fast forward to June and we're in a happy routine with the give and take of an old married couple. Our guests have been inspirational and diverse, sharing their stories with honesty and humility, and offering up tips to help our audience move their own moxie needle in small ways that make sense for them. We have listeners from across the country, and even a few international fans.

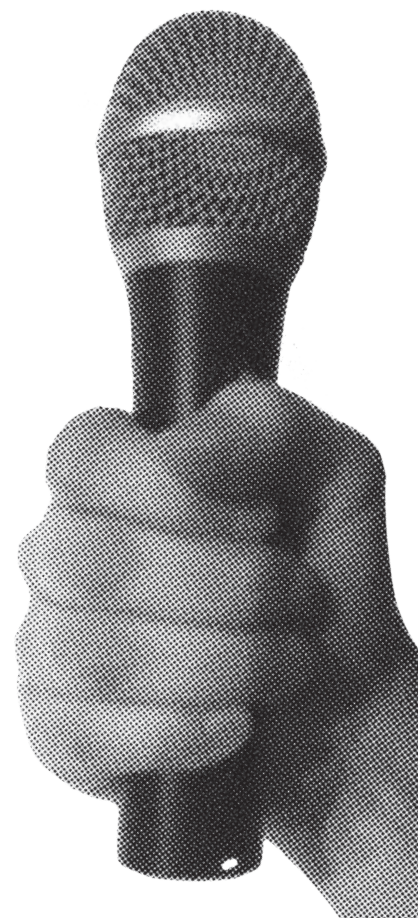
Our guests have included insurance broker and farmer Kirk Kneller; retired attorney and President William Howard Taft's great-granddaughter Sarah Taft Jones; mayor of Hudson Kamal Johnson; history teacher Peter Vermilyea serving as our Moxie Proxy for First Lady Eleanor Roosevelt; high vibe chick and life coach Stephanie Stanton; oral historian Judith

Monachina; Scenic Hudson president Ned Sullivan; *Berkshire Eagle* owner Fred Rutberg; mentor and advocate for women in communications Abby Auerbach; Bard College professor Roger Berkowitz as Moxie Proxy for political thinker Hannah Arendt; and yogini and writer Sarah Getz as Moxie Proxy for *The New Yorker* artist Arthur Kimmig Getz.

We're excited for our upcoming guests too. We've started to feel confident in our ability as podcasters. We feel privileged and humbled to share the moxie stories of people around us. And we're having fun doing it!

Through our own moxie, sheer ignorance of what was involved, perseverance, and a few setbacks along the way, we're proud of the podcast and growing listenership. It's been quite a ride and one that we're grateful to be on. Give a listen – let us know what you think! •

You can listen to *Main Street Moxie* at [www.mainstreetmoxie.press](http://www.mainstreetmoxie.press) or wherever you listen to podcasts.



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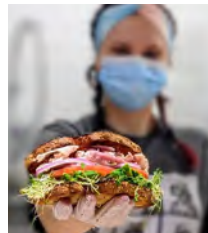
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### Supreme Soft Serve

Ice cream truck with custom curated soft serve ice cream flavors and toppings. @supremesoftserve. supremesoftserve.com

Supreme Soft Serve officially started in March 2022, but it had been in the works for much longer than that. In 2020, like much of the world, many things in life changed. Owner Megan Kitsock took the opportunity to spend time with her growing family and really focus on her lifelong entrepreneurial dream of starting an ice cream truck. Supreme Soft Serve provides the best soft serve ice cream and toppings. They create, develop, and execute two soft serve flavors and up to six custom toppings for your special day. They have a full-service ice cream trailer that is set up at your event and serves your custom flavors and toppings. They have also recently launched a self-serve option, where Supreme Soft Serve delivers one of its ice cream machines to your event and you and your guests get to make your own cones, dishes, or sundaes. Supreme Soft Serve utilizes all-natural, ethically and locally sourced ingredients. Megan personally has 15 years of product development and production experience in the ice cream industry. With this experience, she can execute the best soft serve ice cream and complementary toppings every single time. Going forward, Megan plans to continue to grow her self-serve and full-service options. While there are no plans of expanding the fleet at the moment, perhaps Megan will have ten soft serve trailers in the future!



### The Bistro Box

Roadside eatery offering burgers, hand-cut fries and more located at 937 S. Main St., Great Barrington, MA. thebistrobox.rocks

The Bistro Box in Great Barrington, MA, opened in 2010 and spent the next four years selling their delicious fare and charming customers via a mobile operation that stopped at festivals and shows throughout the area. Bistro Box's specialized cuisine includes a mix of healthy cafe fare and homemade shack food. Today, the widely celebrated bistro operates out of a brick-and-mortar location in the popular Town of Great Barrington. Though they are no longer traveling or catering, their festive spirit remains within their staff as well as their menus. The Bistro Box is set apart by its atmosphere, music, and, of course, the unique food made from scratch. Bistro Box employees say the most rewarding part is having the freedom to create different specials, and seeing customers' happiness. The Bistro Box is a seasonal pit-stop for locals and travelers alike. Its doors are open from early April through mid-November, after which the crew at Bistro Box serves Thanksgiving meals to-go before closing up for the season. At the Bistro Box, they take pride in everything they do and are glad when customers say it was worth the wait.



### S & E Beauty Lounge

Helping clients who are simply interested in taking care of their skin in a healthier, more radiant way. 396 NY-23B, Hudson, NY. (518) 965-7524

S & E Beauty Lounge started when Samantha (S) and Elizabeth (E) decided to put their passions together, join forces and create one amazing business. Within the lounge they have a boutique where clients will find beautiful local handmade items, along with a variety of other amazing products. S & E's services include facials, body treatments, massage, eyelash extensions, waxing, makeup, spray tanning, and newly added Pamper Parties. Pamper Parties are spa-themed birthday parties provided for girls ages 5+. Mini facials, makeup, nails and hair are included in the price. Samantha and Elizabeth provide all services right at the spa located in Claverack, NY, and also offer on-location makeup for weddings with a travel fee. They say that the most rewarding thing about what they can find is making a positive difference in the lives of their clients. They pride themselves on providing the best services and maintaining loyal relationships with their clients. The ladies espouse the ideals of gaining knowledge. In an industry that is constantly growing and evolving, it is vitally important to stay on top of new innovations and trends. It is their goal to continually educate themselves, clients and those who are simply interested in taking care of their skin in a healthier, more radiant way. This is just the beginning of S & E Beauty Lounge, so keep your eye out in the future for new services, boutique items, and events.



### Rollie Pollie Food Truck

Family-owned and operated taco and pupusa food truck. (518) 821-3072. rolliepolliefoodtruck@gmail.com. @rolliepolliefoodtruck

The family-owned Rollie Pollie Food Truck was purchased last winter and their delicious tacos were officially made available in April of this year. After pondering the possibility of starting a food truck off and on for about ten years, the folks at Rollie Pollie found themselves scrolling through Facebook and came upon the perfect food truck for sale. The family messaged the seller and by noon two days later they were newly-minted food truck owners. Rollie Pollie's current menu offers tacos, pupusas, quesadillas and loaded street corn but also carries weekly specials. They are open Friday evenings and Saturdays from 12-7pm in Greenport, NY. They are also available for events. Rollie Pollie's corn tortillas for tacos and pupusas are handmade and fresh to order. They also offer a variety of house made salsas at no additional cost included with every order. They say they love being able to meet new people each week and also find enjoyment in introducing people to a food they maybe never had before. They have since met many people who had never even heard of a pupusa (which is a handmade stuffed corn tortilla – usually stuffed with cheese and beans or pork or both – but Rollie Pollie also offers a few different varieties as well, and now folks come every weekend to see them.

## INSURING YOUR WORLD

Homeowners or landlord policies ... that is the question! I have written about both of these policy forms in columns past, yet feel it is a good time to revisit with all the changing environments with short-term rentals and folks renovating outbuildings to be used as rentals. A traditional homeowners policy is intended to be used for a dwelling that is occupied by a family or extended family with no incidental rentals. Any outbuildings that are used for rental, either short- or long-term, must be treated separately and insured in a different way since all homeowners policies will exclude both the property and liability portion of coverage under the basic homeowner format. If you are "Air B&Bing" your home for added income or operating a traditional Bed and Breakfast, make sure to add the appropriate endorsement to your homeowners policy or you may have to rewrite your policy to a different form. If you have a rental property that you are now "Air B&Bing," make sure your insurer knows since they may not cover such short-term rental exposures. The bottom line is to have a conversation with your agent to make sure there are no exclusions due to change of use that would exclude coverage.



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## Feeding your horse treats

While feeding your horse treats can be something fun that both of you enjoy, there are a few things to know about it first. Here are some tips on giving your horse treats:

**The food:** Before you get in a consistent treat-giving mood, figure out what your horse likes to eat first. A few things that are acceptable for treats include apple pieces, raisins, carrots, sunflower seeds and peppermints. Some horses' tastes will differ in that some will like the fruit or vegetables while some will prefer the sweeter taste of peppermints. Make sure that whatever you give is in manageable pieces so the horse doesn't choke on it.

**Treats to avoid:** Whilst treats can be good for your horse, there are also treats that should be avoided. Things such as acorns, potatoes, tomatoes and chocolate can be harmful to your horse. Chocolate has even been known to cause positive drug tests.

**How to feed treats:** While you may be inclined to feed the horse straight out of your hand, you could be causing a bad habit to get reinforced. Even if you don't have treats, you could find your horse nipping at your hands to try and find some anyhow. To avoid some teeth marks, put the treats in your horse's feeder or a bucket.

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## Red, White, and Rosé Summer Wines

Gathering for a celebration this summer? As the weather heats up, so often our social calendar does as well. Selecting wine to bring to an event or pour as a host can be a little intimidating for anyone who isn't a wine expert, or socializes with someone who thinks they are a wine expert. Don't over think it! Wine for warm weather gatherings ought to be light-bodied, refreshing and fun. Here are a few red, white, and rosé options to have in your glass whether sipping poolside or toasting with friends and family at a long overdue reunion.

**RED:** As the weather rises above 70 degrees Fahrenheit, it becomes more socially acceptable and maybe even cool to drink red wine chilled. The best candidates for cold reds are fruit-forward and low in tannins. Avoid any wine that's seen a lot of oak. Beaujolais and all Gamay-based wines are delicious served cold. Cabernet Franc from the Loire Valley and the Italian grape Dolcetto also produce great chillable red wines.

**WHITE:** Step outside the comfort zone of classic French whites like Sancerre and Chablis, and try something Spanish this summer. Albariño from the Rías Baixas region of Spain is a high acid, light-bodied wine with ripe citrus flavors. Pair it with any seafood and shellfish dish.

**ROSÉ:** Rosé from southern French regions like Provence and the Languedoc are always a safe choice, but if you're looking to branch out this summer, consider an Italian rosato made from Negroamaro or Cilieggiolo grapes. They tend to be a little softer and have lovely fruit flavor and scents, and are also typically dry though not as bone dry as Provençal rosés can be.



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## Three feeding tips to attract birds:

Birds always seem out of reach, just too high above the ground or shrouded in shrubs to see. However, certain birds can be persuaded to eat food that you provide for them and there are some awesome recipes and techniques for some DIY bird snacks.

**Hummingbirds:** Hummingbirds require a specific type of feeder that you can find at the local Agway. To fill it, mix 4 parts water with 1 part refined white sugar until the sugar is completely dissolved. Fill the feeder and hang it in some prime real estate outside and the Ruby-throated Hummingbirds will thank you with a visit! Tip: Don't use red food dye and change feeders every other day and clean so mold doesn't grow!

**Orioles:** Although there are special oriole feeders that can be bought, there is one simple way to attract these beautiful birds to your backyard. All it takes is an orange! Cut the orange slice in half and secured the citrus to a railing, fence post, or branch with a nail. Platform feeders can also be purchased to aid in the presentation of the fruit. You might be able to see those amazing birds dining on your simple creation.

**Water:** The simplest way to attract birds to your yard is through another necessity of life, water. Many birds will use the water you put out for them to clean themselves and have a relaxing drink on a hot day. There are several ways to offer some high quality H2O to our avian buddies. You can buy bird baths at your local hardware store, set out a plate or platter on a flat surface, or, if you are feeling adventurous, build a man-made pond in your backyard. No matter how you do it, if you give the birds time and clean regularly, you will have some thankful birds arriving to cool down and hydrate.

These three simple tips are easy ways to bring birds a little closer to our world and fully appreciate their beauty so be sure to try these out before summer comes and goes.

**Caleb May**

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