



Grazing

Certified Piedmontese Beef

Some people will argue that the words “beef” and “better for you” don’t belong in the same sentence, but those are usually people who don’t know anything about grass-fed, certified Piedmontese beef, perhaps the most sustainable, healthful, and (parenthetically) delicious beef on earth.

Piedmontese beef are native to the Piedmont region of northwestern Italy, and they represent a genetic anomaly in cattle that evolved naturally without what is called the “myostatin gene,” which inhibits overall muscle mass in cattle while allowing the aggregation of fat. Without that gene, Piedmontese beef become heavily muscled, with very little fat but extremely tender flesh because of shorter muscle fibers. The result is very little marbling—usually associated with and officially defining tender beef—and therefore low fat, unlike the prized meat of Japanese Wagyu beef, which is so heavily marbled its color is a pale pink. Piedmontese beef is unusually protein-dense, with low cholesterol and high omega-3 fatty acids.

Certified Piedmontese cattle have been imported into North America in very small numbers since the 1970s and now include herds in the northern Sacramento Valley. All certified Piedmontese beef cattle are grass-fed, raised on open range, free of antibiotics and growth hormones and with low levels of saturated fat. The result is a meat food source that is environmentally sustainable, better for you and arguably just as tasty as the far more expensive Wagyu beef.

The steak pictured here is a tenderloin filet from Sonoma Market, which carries various cuts of Piedmontese beef.

Snacking

A Handful of Raw Almonds

A one-ounce serving—about 24 almonds—has about 6 grams of protein, four grams of fiber, 14 grams of fat (mostly monounsaturated), lots of calcium, vitamin E, magnesium, riboflavin, calcium, potassium, and niacin, and 20 antioxidant flavonoids. And they’re tasty. What’s not to like?



Hydrating

HFactor Hydrogen Infused Water

Water used to be just water. Not any more. Not since we buy water from Fiji, France, Italy, and the Napa Valley. And not now when we can get hydrogen-infused water, which will, we are told, increase athletic performance, reduce inflammation, deliver powerful antioxidants, all because H₂O is now H+2O.

Does it really work? There’s not enough science to be sure, though some small studies are promising. If you want to test the claims, you can get six 11-ounce disposable plastic flasks (ouch!) of HFactor on Amazon for \$14.99 (or 23 cents per fluid ounce).



Snacking

Jelly Belly Fiery Five

There's nothing remotely healthy about jelly beans, unless we're talking about emotional health and the power of fun. Jelly Belly owns the gourmet jelly bean space, and they've got a great sense of humor with an endless and inventive variety of flavors, including the brilliantly produced Harry Potter Bertie Bott's Every Flavor Beans.

Now the Jelly Belly Bean Wizards are out with a new flavor profile, the Fiery Five, the most pyrotechnic beans yet (including the "Carolina Reaper"), perfect for playing Bean Boozled.

Available wherever Jelly Belly beans are sold and from jellybelly.com.



Snacking

Eat Makhana

Americans eat about 17 billion quarts of popcorn every year. That's a per capita consumption of 51 quarts for every man, woman, and child. That wouldn't be a concern if most of that popcorn wasn't slathered with butter, fake butter, salt, sugar, "cheese" flavoring, and other non-nutritious additives.

Which bring us to Makhana, a traditional snack food in India for centuries, with no added sugar, more essential amino acids than rice, wheat, soybeans or fish, and widely used in ayurvedic medicine because of its alkaline, anti-inflammatory qualities, high in potassium and antioxidants. It's also non-GMO, vegan, gluten, sugar, nut- and grain-free, with 50 percent more protein and 20 percent fewer calories than popcorn.

Makhana comes from the seeds of the water lily plant, grown across Asia and prominently in the Indian state of Bihar.

The black seeds are harvested and roasted, then pop open releasing white puffs that are eaten plain or flavored with a wide variety of seasonings. This is the popcorn of India, but infinitely more nutritious and, it turns out, even more delicious.

Eat Makhana is a Bay Area company selling four different flavors of the puffs, not yet sold in Sonoma Valley but available online at eatmakhana.com.

Spooning

Edible Spoons

Single-use plastic is the bane of the industrial age and a threat to the very life of the world's oceans. U.S. consumers dispose of 100 million single-use plastic pieces every day, and 91 percent of biodegradable plastic ends up in landfills instead of being re-used or recycled. What's the solution? Eat your spoons, says Dinesh Tadepalli, whose company Planeteer launched Incredible Spoons after two years of testing consumer-friendly shapes and tastes, made from a combination of vegan ingredients, including wheat, oats, soy, corn, and chickpeas, in flavors that include vanilla, chocolate, caraway seed, and black pepper. The company is pumping out 50,000 spoons a day and plans to expand with forks, straws, and coffee stirrers. To offset carbon emissions, Planeteer plants 250 trees for every 100,000 spoons created. Spoons come in boxes of 100. To order, go to incrediblespoon.com.



Crunching

The Common Apple

You're looking at about 50 calories, 14 grams of carbs, 2.4 grams of fiber, 170 mg of heart-healthy potassium, vitamin C, no cholesterol or sodium, no fat or trans fat, one a day keeps the doctor away, and they cost about \$2.49 per pound. Available pretty much everywhere there's a market or an apple tree.



Sipping

Shaka Tea



A better-for-you taste of Hawaii at home, Shaka tea is derived from the leaves of the endemic māmakī shrub, harvested by hand, caffeine-free, sweetened only with monk fruit extract, and flavored with either mango-hibiscus, guava-ginger blossom, pineapple-mint, or lemon-lokelani rose.

A traditional medicinal in the islands, it's available in bottles, or in color-changing, dried-leaf tea bags, combined with lemongrass and butterfly pea blossoms.

Find it at Whole Foods or buy online at shakatea.com.



Smokin'

Angelo's Jerky

Angelo Ibleto is a Sonoma County institution, and his Arnold Drive deli with the fiberglass bull on the roof is practically a historical landmark. But what makes Angelo famous is the moist, flavor-packed pleasure of his jerky. He makes about 500 pounds of it a week in his Petaluma smokehouse, all of it grass-fed beef or turkey, in 11 flavors. It is arguably the best classic beef jerky you can buy and was one of the inspirations for Jon Sebastiani's wildly successful Krave jerky start-up.

All the jerky is priced the same—\$35 a pound—you can buy smaller bags at the deli (23400 Arnold Drive) or at the smokehouse (2700 Old Adobe Road), or you can place an online order (angelossmokehouse.com) that will be filled the following day.

Indulging

Hu Chocolate Bars

Conceived during the birth of a Manhattan restaurant with a paleo/primal, gluten-free food focus, Hu (rhymes with Hue, as in human) founders couldn't find a chocolate that met their criteria, so they created their own paleo/vegan product and made it darkly delicious. The chocolate

took off, expanded into multiple flavors (cashew butter with pure vanilla bean; salty dark chocolate; hazelnut butter; almond butter; crunchy mint, and more), all of it organic and with the promise, "No weird ingredients ever."

Hu chocolates are available online from hukitchen.com.

Antioxidizing

RayZyn Dried Grape Snacks

So, you've been telling your spouse you need that second glass of cab, zin, syrah, or sangiovese every night to get your daily intake of resveratrol, the antioxidant-rich by-product of red wine grape skins.

Bad news. You can get more antioxidant by going straight to the grape and eating it, seeds, skin, and all. If that sounds sketchy, you haven't discovered RayZyns, the superfood snack made from premium wine grapes and dried in a proprietary process that toasts the seeds inside the skins creating a crunchy, sweet, vegan, alcohol- and gluten-free food. The product was developed by cardiologist Chris Cates and his Napa Valley vintner son, Andrew. Varietals include ChardonayZyn, CabernayZyn, MerlayZyn and a dark chocolate CabernayZyn truffle. Available all over Wine Country and from rayzyn.com.



Snacking

Peckish

What's the big deal, you ask. It's an egg. Ah, very perceptive (Well, two eggs, actually, and some seasoning. In a box.) And yet. It's much more than an egg. Peckish, one of the Sonoma Brands new snacks, demonstrates the brilliant complexity of simplicity. Because those two eggs are organic, free-range, perfectly boiled and perfectly peeled, which you know, if you eat eggs, is more than half the battle. Boil and peel a couple of eggs, you're talking 10 minutes, the egg is cratered where the shell came off with the egg white and there's a mess all over the kitchen. These eggs are conveniently packaged along with a tasty little tub of seasoning to dip into. Voila: Breakfast. Find them at Oliver's Market in Santa Rosa or order online at perfectlypeckish.com.



Simplifying

Simplified Superfoods

Jamie Snyder's website says she wants you to, "Eat like you give a sh*t." That may be because Jamie gives a sh*t about her health, and yours. Recognizing the morning hurdle to assemble, measure, combine, and blend all the components of a heart-healthy, protein-packed, fiber and healthy-fat-filled breakfast smoothie, she simplified the process by prepackaging some of the essential components, like chia seeds, hulled hearts, flax seeds, and grass-fed collagen.



All you have to do is toss some fruit and greens into the blender, NutriBullet or powered-pulverizer of your choice, pour in a nutrient super pack with water or juice of choice and, BAM! You're out the door with a meal in your hand. She estimates all that will take you 90 seconds, which means that—since time is money—at \$5 for an individual packet (bulk blends are cheaper) you're coming out ahead. There are a variety of ingredient choices—some vegan—her website has a collection of yummy recipes and, for added enticement, her company, Simplified Superfoods, also launched the Merchant Giving Project, a payment processing service that helps female-founded businesses donate to charities that benefit women and children.

Right now, the business is strictly online, with a delightfully irreverent website and a growing community of Instagram fans. Check it out at simplifiedsuperfoods.com. And tell Jamie you give a sh*t about what you eat.

Energizing

KIZE Raw Energy Bar

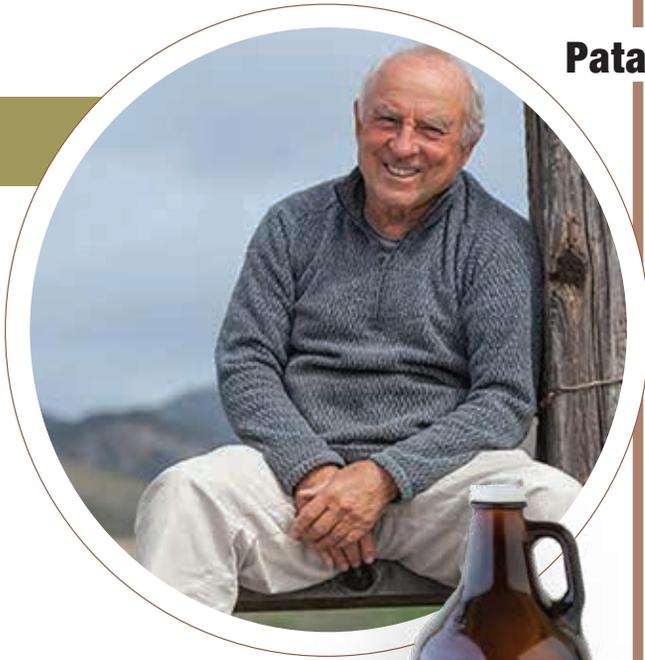
This Oklahoma-based, spiritually propelled snack bar company proposes that "Every business offering should help you and someone else at the same time." Offering 12 different bars, with both vegan and keto options, flavors range from keto peanut butter cookie to almond butter chocolate sea salt to pumpkin butter crunch with pumpkin seeds. The bars are gluten- and dairy-free with about 6 grams of protein. A portion of profits supports a community of 1,000 orphaned children in Haiti.

Available in most CVS stores or online at kizeconcepts.com.



Regenerating

Patagonia Provisions



As you read this, you or someone you know owns at least one piece of Patagonia clothing or adventure gear. Founded in 1973 by (former) California dirtbag climber, surfer, self-taught blacksmith, and devoted environmentalist Yvon Chouinard, the company, wholly owned by its founder, has been valued by *Forbes* magazine at \$1 billion. Having devoted his life to resisting and reforming conventional corporate behavior, that valuation probably causes Chouinard profound embarrassment. So be it. But his wealth has also freed him to invest dramatically in reforming food.

“The food business is, as much as the apparel or energy industries, environmentally broken,” writes Chouinard. “It takes more from the planet than it gives back. We aim to find ways to get what we want to eat by working with nature rather than against it.”

To that end, Chouinard created Patagonia Provisions, a food and snack company (that also makes some pretty tasty beer) offering organic fruit and almond bars; organic savory seeds; grass-fed and free-range buffalo jerky; organic, precooked, and dehydrated bean and lentil soups; sustainably sourced smoked salmon; cooked and canned mackerel; smoked mussels, and the list is steadily growing. And don’t forget the beer, under the Long Root label.

All these products are premised on organic, regenerative agriculture, a set of practices some believe can reverse climate change through carbon storage, even the beer, which is made from a perennial, sustainable grain called “Kernza” with really deep, 10-foot roots that prevent erosion and protect soil.

The food provisions are available online (patagoniaprovisions.com) or at Sonoma Market, Glen Ellen Village Market, the Healdsburg Running Company, Hudson Goods & Greens in Napa, Oliver’s Market in Santa Rosa, REI stores, Whole Foods stores and, of course, every Patagonia retail store.

Patagonia Provisions aren’t cheap, but then neither is that Patagonia Nano Puff jacket you wear all the time.



Brining

Sonoma Brinery – GMO-free pickles

You’re craving an authentic, fresh, kosher dill, but there’s not a New York deli in sight. What to do? Sonoma Brinery, headquartered in Healdsburg, has the delectable answer—GMO-free, probiotic, barrel-fermented, salt-cured, garlic-flavored, Manhattan-style, artisan-made kosher pickles (along with tasty sauerkraut and pickled jalapeño escabeche). Zabar’s would be proud.

Available in most markets, including Safeway, Whole Foods, and Sonoma Market.





Benefitting
Sonoma Valley Olive Oil

A limited-edition olive oil sourced from the Sonoma Valley and surreptitiously (it seems) sold by local cheese merchant Gary Edwards for the sole purpose of benefitting art programs in Sonoma Valley schools. Explains Edwards in an obscure confession, “We bottle only olive oil from Sonoma Valley and donate all profit to Art Education in Sonoma Valley. We love olive oil and use it every day. When we had the opportunity to grow our own trees and work with friends that grow olives, we decided to help our community schools and art programs, including music and the fine arts. We only sell oil that is produced in the Valley. Our production is limited and usually sold out right after bottling. We will continue to grow this venture with all profits producing future artists.

Available at Sonoma Market. \$17 per bottle.

Savoring

Niloofar Mix

Americans are largely ignorant about Iran, its origins in the Persian Empire that covered most of the Mediterranean basin and the Middle East, its vast influence on science, art, and culture, not to mention food.

Now Niloofar Marin, a Chicago entrepreneur who grew up with an Iranian father, is here to educate us via a snack food portal into Iranian food with a unique trail mix blend (called “ajil”) and Persian-style roasted almonds.

The Niloofar-branded trail mix is vegan with dried white mulberries, figs, golden berries, cashews, almonds, walnuts, raisins, and no added sugar, chocolate kisses, or mini-Reece’s cups. The almonds are savory mixes with saffron, sumac, and shallots.

Yummy, healthy, and unique, Niloofar is available from Amazon Prime, from niloofarmix.com, or at Hudson Greens & Goods in Napa.



Celebrating
Milk Bar Pie

Christina Tosi reinvented the birthday cake and the American pie (hers is called “Crack Pie,” it’s that addictive), became famous and launched a burgeoning pastry empire from her first little Milk Bar in Manhattan’s East Village. Milk Bars are now opening coast-to-coast (not yet in the Bay Area), but you don’t have to visit one to taste the magic.

Some people claim there isn’t a better birthday cake anywhere. It comes naked, with no frosting on the side, its layers and architecture exposed, because the real artistry isn’t the frosting, it’s the actual cake. The shipping charge to Sonoma is a reasonable \$12, and it comes chilled and in perfect condition. There are

endless options on the website, none of which are particularly wholesome but, again, if most of the time you’re eating right, this is one of the best ways to eat wrong. Just go to milkbarstore.com.

