



press kit

travel the world through chocolate 





Vosges Haut-Chocolat

Travel the World through Chocolate

Founded 1998

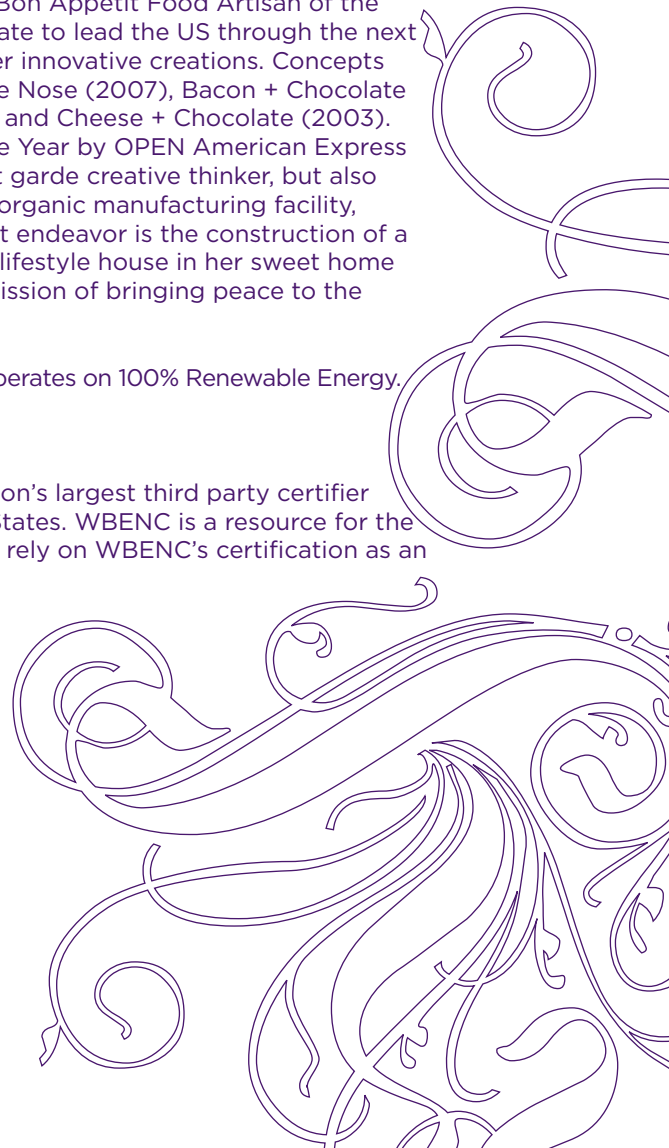
Vosges Haut-Chocolat's intriguing chocolate creations are made with the finest ingredients from around the world, sourced by Owner and Chocolatier Katrina Markoff. Three days following her graduation from Vanderbilt University, Katrina headed off to Paris to pursue her dream of studying the culinary arts at Le Cordon Bleu. Then using her palate as her guide, she embarked on a world tour that commenced with an apprenticeship in Spain under the direction of Ferrán Adrià and continued eastbound throughout Southeast Asia and Australia. The purple house of Vosges Haut-Chocolat and the concept of Travel the World through Chocolate were inspired by her journeys to create a luxury chocolate experience while bringing about awareness of the world's cultures by fusing a gamut of indigenous spices, flowers, roots, herbs and liqueurs with premium chocolate.

Katrina is the recipient of numerous accolades including the Bon Appétit Food Artisan of the Year Award. She was also selected as the innovator in chocolate to lead the US through the next 30 years by Food & Wine Magazine (September 2008) for her innovative creations. Concepts such as: Fermentation + Chocolate (2008), Chocolate and the Nose (2007), Bacon + Chocolate (2006), Wine + Chocolate (2005), Yoga + Chocolate (2004), and Cheese + Chocolate (2003). Katrina was honored as the 2008 Woman Entrepreneur of the Year by OPEN American Express and Entrepreneur Magazine claiming her not only as an avant garde creative thinker, but also a savvy businesswoman. Vosges Haut-Chocolat is a certified organic manufacturing facility, operating their business on renewable energy. Markoff's latest endeavor is the construction of a Platinum LEED-certified green manufacturing and chocolate lifestyle house in her sweet home Chicago, just the first step in improving and expanding her mission of bringing peace to the world through chocolate.

Vosges Haut Chocolat is a certified organic manufacturer and operates on 100% Renewable Energy.

Member of the WBENC

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.





Katrina Markoff
Owner | Founder | Chocolatier
Vosges Haut-Chocolat

Katrina Markoff is a daring soul. An Indiana native with Macedonian roots, she's that rare combination of artist and entrepreneur. The story began inside a small ranch house beside the main highway in Ft. Wayne, Indiana. Raised with modest means by a single entrepreneur mother, who always told her if you can dream it, you can live it.

Markoff, went on to study chemistry and psychology at Vanderbilt University, and just days following her graduation realized her true passion was cooking and committed to following her heart wherever it led her. She boarded the next plane for Paris to pursue her dream of culinary arts at Le Cordon Bleu (L'Ecole de Cuisine et Patisserie). She garnered Le Grande Diplôme in Cuisine and Patisserie as well as degrees in Oenology. From Paris she moved to Spain and apprenticed alongside Ferran and Albert Adria at the famed, El Bulli. Continuing her travels she began a 9-month sojourn around the world studying food. Using her palate as her guide, Markoff perused the local "street food" hopping from stand to market exploring everything from the open-air spice stalls of Vietnam to the floating markets of Bangkok. Working in kitchens as she traveled, she was most intrigued with studying the indigenous cuisines in every land she walked: France, Spain, Italy, Thailand, Korea, Vietnam, Singapore, China, Australia and more.

Upon her return to the States in 1998, she founded Vosges Haut-Chocolat with the concept of Travel the World through Chocolate. Using chocolate as a medium to tell stories of her travels, local people, artists, movements, religions, ingredients, music, culture and beyond. To aid in the telling of these stories Markoff has brought indigenous spices, scents, roots, flowers and lovelies to her chocolate collections to experience the story through chocolate and all the senses. Markoff believes by using the medium of chocolate to explore the many incredible cultures and artists of the world it will ultimately beget people to open their minds to new ideas.

Markoff's innovation doesn't stop at the chocolate. The corporate culture of Vosges Haut-Chocolat is a house of cultural innovation. Markoff constantly strives to balance the mind, efficiency and spirit within the workplace. Visit the yoga room in Vosges Haut Chocolat's Chicago headquarters and join a lunchtime class where you will understand what makes this company not your average box of chocolates. In tune with Markoff's green mission, Vosges utilizes 100% recycled materials for their packaging, powers their facility with 100% renewable energy and recently achieved organic certification. Markoff's latest undertaking is the construction of a certified LEED sustainable chocolate manufacturing facility and lifestyle center.

Accolades:

Greek America's 40 under 40 recipient, 2010

Honored as "THE innovator in chocolate to lead the US through the next 30 years."

- Food & Wine Magazine 2008

Entrepreneur magazine and OPEN American Express Woman of the Year 2008

Certified WBE (Women's Business Enterprise) & DBE (Disadvantaged Business Enterprise)

Inc Magazine 500 Fastest Growing Companies list: #497(2006), #340 (2005), #374 (2004)

Bon Appetit Magazine's Food Artisan of the Year 2004

Food & Wine's Top 35 Culinary Artists of the Year 2004

Crain's Business Journal's Top 40 Under 40, 2002



Famous Lips have encountered Vosges Haut-Chocolat...

Rachel McAdams
Dita Von Teese
Brooke Shields
Chris Rock
Susan Sarandon
Uma Thurman
Kelly Ripa
Eve
Steven Tyler
Lenny Kravitz
Bruce Springsteen

Ryan Gosling
Jennifer Beals
Jennifer Garner
Sharon Stone
Claire Danes
John Lithgow
Mary Louise Parker
Jeffrey Tambor
Robin Williams
Dave Matthews
Jessica Biel

Sophia Coppola
Mariska Hartigay
Cameron Diaz
Isabella Rosselini
Jason Bateman
Benicio del Toro
David Schwimmer
Bobbi Brown
Lisa Edelstein
Keith Richards
Goldie Hawn

where you can buy it,

Vosges Haut-Chocolat
520 N Michigan Ave
Chicago, IL 60611
312.644.9450

Vosges Haut-Chocolat
132 Spring Street
New York, NY 10012
212.625.2929

Vosges Haut-Chocolat
Forum Shops Caesar's Palace
Las Vegas, NV
702.836.9866

Vosges Haut-Chocolat
951 West Armitage
Chicago, IL 60614
773.296.9866

Vosges Haut-Chocolat
1100 Madison Avenue
New York, NY 10028
212.717.2929

Vosges Haut-Chocolat
O' Hare International Airport
United Terminal 1
773.894.4612

vosgeschocolate.com
888-301-9866

Bergdorf Goodman, New York
Neiman Marcus, Nationally
Selfridges, United Kingdom
Candylicious, Dubai

Where we put our hearts and our money...

V-Day - Vosges Haut-Chocolat donates a percentage of their sales to V-Day to support their incredible global movement to stop violence against women and girls. To date Vosges Haut-Chocolat has given over \$150,000.

Little Kids Rock - Vosges Haut-Chocolat's **Groove Collection**, celebrates the influence of African-Americans on America's most notable musical dating back from field songs to today's hip hop. Proceeds from this music-chocolate-sensory experience is donated to **Little Kids Rock**. The **Little Kids Rock** organization believes that all children in public schools deserve music education. To date Vosges Haut-Chocolat has given over \$10,000.

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joyce@vosgeschocolate.com

SPECIAL 30TH ANNIVERSARY ISSUE

FOOD & WINE

SEPTEMBER 2008

*our 30 best
fast recipes
ever*

*affordable wines that
get better with age*



The perfect fast
hors d'oeuvre:
baby brioche with
chicken salad
& bacon

RECIPE, PAGE 182

*30 years of
wine & food
a guide to the best*



The dinner-party menu paid homage to seasonal ingredients in the same way the Glass House pays homage to the ever-changing landscape.



FOOD & WINE'S 30TH-ANNIVERSARY PARTY AT

THE GLASS HOUSE

EDITOR IN CHIEF DANA COWIN INVITED NINE
VISIONARIES TO AN ANNIVERSARY DINNER
PREPARED BY CHEF PETER HOFFMAN IN ARCHITECT
PHILIP JOHNSON'S ICONIC GLASS HOUSE.

PHOTOGRAPHS BY ZUBIN SHROFF

"CREATE BEAUTIFUL THINGS. THAT IS ALL," THE RENOWNED MODERN architect Philip Johnson once said. At F&W's 30th-anniversary dinner in Johnson's extraordinary 1949 Glass House, on 47 acres in New Canaan, Connecticut, we celebrated this credo. The meal was prepared by chef Peter Hoffman of New York City's Savoy and Back Forty, who has created menus for many Glass House private events. (Donors who support the Glass House site by contributing \$50,000 or more to the National Trust for Historic Preservation may host a lunch or dinner in the iconic building.) Hoffman paid homage to seasonal ingredients the way the Glass House pays homage to the landscape: simply and powerfully. The chicken-liver crostini with sautéed apples, the spice-rubbed pork shoulder with lemon-parsley gremolata and the plum cake topped with honey-spiked mascarpone cream were all deeply satisfying, with a marvelous clarity of flavor. The guests were chosen to represent important innovators in the epicurean world. Just as Johnson was at the midpoint of his career when he built the Glass House, we believe the men and women in this esteemed group will continue to astonish and inspire us in the years to come. Said Johnson, "All great architecture is the design of space that contains, cuddles, exalts or stimulates the person in that space." And for one night, we lucky few were stimulated by not only one of the world's great spaces, but by the opportunity to imagine the next 30 years in wine and food. —Dana Cowin

THE 10 INNOVATORS AT THE TABLE

WE BELIEVE THAT THESE TASTEMAKERS WILL CONTINUE TO SHAPE THE CULINARY CONSCIOUSNESS OF OUR COUNTRY FOR THE NEXT 30 YEARS. BY KATE KRADER



DANA COWIN

*editor in chief,
food & wine
magazine*

Since Dana Cowin became *Food & Wine's* editor in 1995, the magazine has featured many of the most talented people in the fields of food, wine and design. The guests she invited to our 30th-anniversary party have already changed our world in big and small ways, and Dana sees in each the potential to do even more. "It was amazing to be with these terrifically innovative people at the Glass House, and to participate in a stimulating exchange of ideas," she says.

JASON POMERANC

hip hotelier

At his boutique Thompson Hotels, Jason Pomeranc has hit upon the future of hospitality: a blend of chic guest rooms, distinctive restaurants and fashionable nightlife, tucked into quiet city streets: The 97-room 60 Thompson, opened in 2001 in Manhattan's Soho, houses a swanky Thai dining room and an exclusive rooftop lounge. By 2009, Pomeranc will have 10 hotels, including Thompson LES in New York City, with a global-Asian restaurant from Toronto star chef Susur Lee. thompsonhotels.com.

MARICEL PRESILLA

*latin america
ambassador*

Maricel Presilla has done more than almost anyone to introduce the U.S. to Latin American flavors. In addition to her restaurants—Zafra and Cucharamama in Hoboken, New Jersey—she has a website, ultramarinos.biz, which sells equipment and food, and her soon-to-open Ultra Marinos store will offer cooking classes. Presilla is writing a giant book on Latin American cuisine; it follows her 2001 *The New Taste of Chocolate*, which focused, presciently, on single-origin beans. maricelpresilla.com.

TOM PHILPOTT

über eco-blogger

At the country's top environmental-news site, grist.org, "Virtual Reality" columnist and food editor Tom Philpott has become a major voice for eco-conscious food lovers (his fans include celebrated author Michael Pollan). But unlike most people who discuss the pros and cons of organics and the question of how to feed the world's growing population, Philpott has unique insight into these issues: He co-owns and works at Maverick Farms in North Carolina's Blue Ridge Mountains. maverickfarms.com.

KATRINA MARKOFF

*chocolate
visionary*

By creating candies with ingenious flavors—her truffles might be spiked with curry powder or bee pollen—and packing them in boldly designed boxes, Katrina Markoff has brought high-end chocolate to a new generation. Her Vosges Haut-Chocolat started as a tiny Chicago store 10 years ago; now there are boutiques nationwide, with more coming to Europe, Australia and Japan. Markoff's dream: Vosges-owned eco-cocoa plantations in South America. vosgeschocolate.com.



**ROBERT
BOHR**

*burgundy
missionary*

Burgundy has replaced Bordeaux as the region of choice for many newly minted wine fanatics—thanks in part to people like Robert Bohr. The wine director at Manhattan's Cru, home to one of the country's biggest and best lists, Bohr champions Burgundy with exceptional fervor (in fact, he's planning to make wine there). Like many wine experts today, he's a multi-tasker; his Grand Cru Wine Consulting helps collectors and restaurants build extraordinary cellars. cru-nyc.com.

**SUZANNE
GOIN**

*california new
guard*

Her ability to open welcoming restaurants in the middle of flashy Los Angeles and her incredible commitment to farmers have made Suzanne Goin (an F&W Best New Chef 1999) the next Alice Waters. Between her Cal-Med Lucques (which inspired one of the top cookbooks of recent years, *Sunday Suppers at Lucques*) and her wine bar, A.O.C., Goin has given Angelenos hip places to eat amazing, eco-friendly meals. In early 2009, she plans to tackle breakfast, lunch, dinner and take-out at a new place on L.A.'s west side. lucques.com.

**DAVID
CHANG**

renegade chef

When he unveiled Momofuku Noodle Bar in 2004, David Chang changed the face of fine dining in New York City by serving outstanding ramen-noodle soup at a casual counter lined with stools; his pork-belly buns became one of the country's most talked-about dishes. Chang (an F&W Best New Chef 2006) has since built a Momofuku empire in Manhattan with Ssäm Bar and Ko. Next up, the chef will expand Ssäm and add soft-serve ice cream—his secret passion. momofuku.com.

**JULIE
REINER**

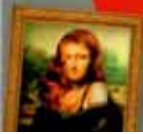
*bar-ateur
extraordinaire*

Making cocktails with fresh fruit and juice was practically unheard of in New York City in the '90s, when Julie Reiner began mixing drinks there. Her glamorous Flatiron Lounge, launched in 2003, became one of the first places in town to focus only on handcrafted cocktails. At her new Clover Club in Brooklyn, Reiner has taken a huge step in showing that mixologists, like restaurateurs, can preside over multiple venues; in fact, Reiner describes herself as a "bar-ateur" and has plans to open even more cocktail spots. flatironlounge.com.

**WELLS
GUTHRIE**

*winemaking
maverick*

If there's one person leading the charge against overextracted wines in America, it's Wells Guthrie. The elegant, complex Syrahs he started making at Sonoma's Copain in 1999 have garnered raves from people like critic Robert M. Parker, Jr. Guthrie, who worked under two of wine's superstars, France's Michel Chapoutier and California's Helen Turley, also bolstered the trend of using grapes from outside Napa and Sonoma, specifically Mendocino. copainwines.com.



THE SWEET LIFE

A MINI-MOGUL SAVORS SUCCESS

Katrina Markoff, the C.E.O. of the eco-friendly, organic-luxury-chocolate house **Vosges Haut-Chocolat**, likes to tell stories of her global wanderings through truffles flavored with everything from wasabi and wild fennel pollen to Himalayan goji berries and Japanese goat cheese. In just 10 years, the Chicago native, who has five Vosges boutiques, in Chicago, New York, and Las Vegas (with plans for Japan), and a Web site, has built a sweet empire that grossed \$12 million in sales in 2007 and will near \$20 million in 2008.

After apprenticing under chef **Ferran Adrià** at Spain's renowned **eBulli** in 1996, Markoff spent nine months trekking east, seeking culinary inspiration. The idea of exotic truffles came to her after she found a tiger-tooth necklace from the Indian Naga tribe. She paid homage to it by infusing chocolate with curry and coconut.

At that moment a company was born. This month, Vosges introduces its Curious Contemplation of Fermentation Through the Rational Study of Cheese & Chocolate line. Of this experiential collection, a \$300 bamboo cofret complete with cheeses, chocolates, black fermented garlic, and rye berries, Markoff explains, "I'm sort of an alchemist on a quest for the next new flavor fusion."

—OLIVIA STRAND



Vosges Nago truffle with sweet Indian curry powder, coconut, and milk chocolate.



Katrina Markoff, photographed at her boutique in Lincoln Park, Chicago. Inset, the Vosges Exotic Truffle Collection.

marie claire



Katrina Markoff in chocolate heaven in Chicago.

The Exotic-Candy Maker

Katrina Markoff, 35, owner of Vosges Haut-Chocolat, Chicago

MY INSPIRATION: One night I was playing around in my kitchen and made this milk-chocolate truffle with coconut and curry. Then I got into a zone and made about 20 different kinds of truffles, using Hungarian paprika, Japanese wasabi, black sesame seeds—all flavors from places I'd traveled, like Eastern Europe, Southeast Asia, Korea. Later I brought a few truffles into my office—a mail-order company in Dallas—for my coworkers. They thought I was nuts, but when they tried the candy, they loved it. I knew I was on to something. I thought, Maybe I can tell stories of where I've traveled through chocolate.

HOW I GOT STARTED: I sold a few batches of truffles from my apartment, then met with a buyer from Neiman Marcus, who basically said, "Don't call me; I'll call you." Amazingly, he *did* call—the very next day. Turns out, he'd put my chocolates in the break room, and they'd disappeared immediately. Pretty soon, I was selling candy at Neimans in Dallas, Los Angeles, and Chicago. After a few months, I took out a small-business

26 ENTREPRENEURS

Inc.

WE LOVE

AND WHAT YOU CAN LEARN FROM THEM

THE MAGAZINE FOR GROWING COMPANIES



Julie Azuma

Michael Dell

Craig Newmark

Jack Mitchell

Diane von Furstenberg

Muriel Siebert

Richard Branson

Trip Hawkins

Chuck Porter

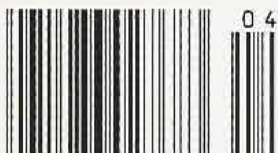
Fritz Maytag

Warren Brown

Martha Stewart

on brand building, risk taking, and why a night out with the boys is good for business

April 2005
\$4.99 US \$5.99 Canada



Norm Brodsky on why your company isn't worth what you think it is pg. 55



L O V E

Inc.

Entrepreneurs we

Think of this page as an invitation: "The writers of *Inc.* magazine cordially invite you to meet 26* of the world's most fascinating entrepreneurs...." We believe you will love them (as we do) for their inspiring stories, their clever ideas, and their respectful treatment of customers and employees. Join us in celebrating these remarkable individuals.

*Why do we love 26 entrepreneurs, you ask? Because with the April issue, *Inc.* celebrates its 26th birthday, and birthdays put us in an affectionate mood.

- Warren Brown | Diane von Furstenberg | Michael Dell | Frank Robinson | Julie Azuma | Michelle Cardinal & Tim O'Leary
Craig Newmark | Ray Kurzweil | Katrina Markoff | Barry Steinberg & Craig Sumner | Chuck Porter | Victoria Parham
Trip Hawkins | Jim Sinegal | Tom LaTour | Martha Stewart | Fritz Maytag | Mitchell Gold & Bob Williams | Izzy & Coco
Tihanyi | Jack Mitchell | Tony Lee | Mark Melton | Ruben Martinez | Mike Lazaridis | Muriel Siebert | Richard Branson





Because he is
Edison's rightful heir

RAY KURZWEIL

Company:
Kurzweil
Technologies and
other companies

Location: Boston

Industry:
Technology

AT AGE 17, Ray Kurzweil appeared on TV's *I've Got A Secret* with Steve Allen. His secret? The piece of music he played had been composed entirely by a

computer he invented. That early acclaim only hinted at the remarkable body of invention that Kurzweil would establish over the next four decades. "I'm excited by the link between dry formulas on a blackboard and people's lives," he says.

Starting in 1974, Kurzweil invented in rapid succession a device that recognized printed text; the flatbed scanner; and then a way for machines to connect text to a recorded voice. Combining all three technologies, he developed the Kurzweil Reading Machine to assist the blind. His first customer was Stevie Wonder, who called the reading machine "a breakthrough that changed my life."

Kurzweil sold that business to Xerox in 1980, and then he and Wonder collaborated on a music synthesizer (the partners and the product are shown, above, in 1986) that could replicate the rich tonality of a grand piano and other orchestral instruments. He sold that business in 1990. Now Kurzweil, 57, is working on technology to help hedge funds execute trades based on instantaneous readings of the market.

Though they may seem wildly eclectic, Kurzweil's businesses rely on one basic theme: pattern recognition. "I gather as much data as I can to develop patterns at every different level," he says. Kurzweil's ability to channel that notion into great businesses, time and time again, is itself a pretty remarkable pattern. —Adam Harft



For setting a completely unreasonable goal for her business

KATRINA MARKOFF

Company:
Vosges
Haut-Chocolat

Location:
Chicago

Industry:
Chocolates

"BRINGING PEACE TO THE WORLD through chocolate is a pretty big mantra," admits Katrina Markoff, the founder of Vosges Haut-Chocolat, a Chicago business with \$4.5 million in annual sales. "But it can do that by introducing different cultures and points of view." To that end, the typical box of Vosges truffles mixes exotic flavors from all over the globe, including Japanese wasabi, Italian taleggio cheese, and Mexican ancho chili. In Markoff's mind, you can't help but think about tribal lands in northeast India as you savor her curry-coconut Naga truffle.

Markoff, 32, developed her "We are the World" philosophy of chocolate while studying classical cooking at the Cordon Bleu in France and later, when she apprenticed under Spanish chef Ferran Adria, who is celebrated for taking culinary risks. She then spent nine months traveling the world and tasting all manner of foods, from worms to kaffir limes to white poppy seed. Returning to the U.S., she took a job at her uncle's home-furnishings catalog business to learn about vendor-buyer relationships, photo styling, and copywriting. She opened her first retail shop in Chicago in 1998 with a loan backed by the Small Business Administration, and started selling chocolates at specialty food stores and Neiman Marcus a year later.

Today there are Vosges stores in New York City and Las Vegas (Japan is next) and 30 employees on the payroll. And Markoff still maintains that her chocolate can save the world. She credits her mother, who runs a hazardous waste removal company and who taught her to add receipts at an early age, for encouraging her to set audacious goals: "She always said, 'You just have to do it. There are no limitations.'" —Stephanie Clifford

For showing the power of the peer group

BARRY STEINBERG & CRAIG SUMEREL

Companies:
Direct Tire and
Auto Service and
Bob Sumerel Tire
& Service

Locations:
Watertown, Mass.,
and Cincinnati

Industry: Tire retail

FIVE YEARS AGO Barry Steinberg, 59, and Craig Sumerel, 38, both successful tire retailers, ran into each other in the lobby at Pirelli. They traded war stories, griped a bit, and realized that they had so much in common that they ought to talk more regularly. That chance encounter has grown into the National Retail Tire Network, a 12-member peer group that meets for two days three times a year. "We have 275 locations, sell 3 million tires a year, employ 5,000 people, and have revenue of \$500 million," says Steinberg (above right). Some manufacturers have offered the group a bulk discount, and the Tire Industry Association's PAC coordinator spoke at a recent meeting after a presentation on a new trend: filling tires with nitrogen instead of air. Group members, who hail from far-flung markets, could never command as much attention on their own. Besides the recognition, members gladly pay \$1,200 in annual dues to be less isolated. "I can



7TH ANNUAL AMERICAN FOOD & ENTERTAINING AWARDS

BON APPÉTIT

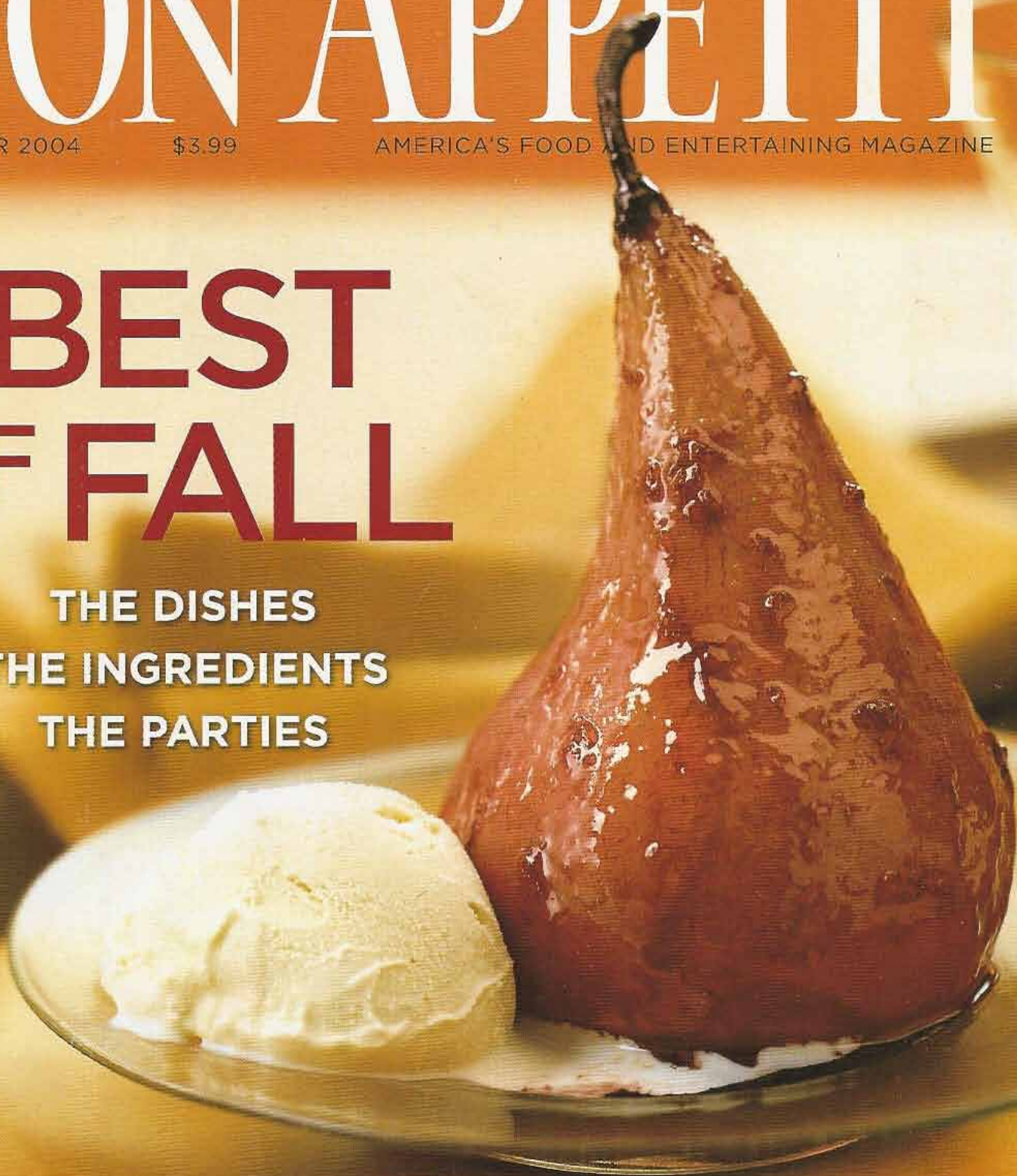
OCTOBER 2004

\$3.99

AMERICA'S FOOD AND ENTERTAINING MAGAZINE

BEST OF FALL

THE DISHES
THE INGREDIENTS
THE PARTIES



ROASTED BOSCH PEAR WITH
POMEGRANATE GLAZE

THE 7TH ANNUAL *BON APPÉTIT*

AMERICAN FOOD & ENTERTAINING AWARDS

2 0 0 4

It's time to celebrate.

Each year for the past seven years, the editors of *Bon Appétit* have honored the best and brightest members of the culinary community. It's our chance to pay tribute to the chefs, restaurateurs, sommeliers, designers, writers, and others who make the world of food so rich and rewarding.

With all the talented people we have to choose from, it's never easy to pare down our list to just a few names. But there's no question that this year's recipients have made a lasting mark. We are commemorating their achievements at a gala dinner September 20 at the restaurant Daniel in New York. Celebrate along with us in the pages that follow and meet some of the food world's brightest stars.

—The Editors >>

FOOD ARTISAN

V Katrina Markoff

Okay, some of the flavors Katrina Markoff uses in her exquisite chocolates are a little, well, unusual (Taleggio cheese? wasabi?), but the proof is in the eating. They taste amazing and create a whole new way to appreciate everyone's favorite sweet. A childhood obsession with her Easy-Bake Oven led Markoff to study with hyper-experimental chef Ferran Adrià in Spain. "He encouraged me to travel the world and use my palate as a guide," she says. Ingredients from those adventures—Australian fruits, Rastafarian spices—now infuse her revolutionary chocolates, available at retail stores in New York and Chicago and through her website, vosgeschocolate.com.



PASTRY CHEF

Michael Laiskonis >>

How can a dessert maker improve his craft? Lay off the sweets for a while. Laiskonis owes much of his originality to stints as a line cook and sous-chef—jobs that required him to sauté fast on his feet, not bake at a leisurely pace. Now that he's back in the sweet realm (his first job was in a bakery, where he "caught the bug"), he's putting his savory skills to good use. At the renowned Detroit-area restaurant Tribute, where he worked for five years, Laiskonis made a name for himself creating Asian-tinged treats like crisp strudel stuffed with ginger-lemongrass rice pudding. Now pastry chef at the noted Le Bernardin in New York, Laiskonis continues to push the sugarcoated envelope. "People normally associate spontaneity with savory cooking, not pastry," he says. "But I do as much last-minute work as possible." ➤



FOOD & WINE

NOVEMBER 2004

thanksgiving planning guide

best recipes **strategies shortcuts**
tips table settings wines



*Herb-Roasted Turkey
served with
Maple Gravy*

U.S. \$4.50 CAN. \$5.50

mario batali
big flavors from his new kitchen

WWW.FOODANDWINE.COM AOL KEYWORD: FOOD & WINE

'04 | Tastemaker Awards

PRODUCED BY RATHA TEP, ROB WILLEY AND KATE KRADER



KATRINA MARKOFF P. 117



ADAM LOWRY (LEFT) AND ERIC RYAN P. 124



ALPANA SINGH P. 122

F&W names the 35 most fearsome talents in wine and food, all 35 years old or under: maverick artisans, renegade importers, ingenious activists, visionary entrepreneurs and one brilliant guy who knows more than *anyone* about Chinese restaurants in L.A.



6 | Amy Evans

BBQ BIOGRAPHER

With a mini-disc recorder, a ready appetite and a 1978 Ford pickup, Amy Evans is compiling a culinary history of the American South, one interview at a time. As associate director of the Southern Foodways Alliance's Oral History Initiative, Evans, 33, travels through the South finding subjects—waitresses, pit masters, tamale makers—whose memories chronicle disappearing Southern life. She's building an archive of materials from photos to audio recordings and making them available on the Web. "Amy is creating a record of a time, a place and a people," says her boss, food historian John T. Edge. "And in 40 years we'll want to know about it" (southernfoodways.com).

—Elizabeth Alsop

8 | David Katz

SPIRIT SEER

After five years of working in finance in Moscow, and then returning to search out the best vodka, David Katz, 31, had a brainstorm: He decided to develop a vodka with the full flavor of Russian vodkas and the smoothness American drinkers prefer. His recipe uses a blend of wheat and rye spirits distilled five times and water softened by five types of purification, from sand filtration to ultraviolet light. His ZYR vodka, which is made outside Moscow, has a lemon-zest aroma and a sweet aftertaste; it's so smooth it can be sipped neat—the way Katz prefers—and it's served at places like New York's Jean Georges and Brasserie Perrier in Philadelphia (zyrvodka.com). —R.T.



9 | Ryan Black

RAIN FOREST FRIEND

Make smoothies, help save the Brazilian rain forest? Ryan Black, 29, and his company, Sambazon, are doing just that with their nutty açai-berry purees. By paying South American farmers to put aside two acres of land for each acre of berries they harvest, Sambazon has helped preserve 50,000 acres. Fans like Andre Agassi also love the purees' superhigh antioxidant levels, which top even blueberries' (877-726-2296). —R.T.

10 | Carl Chu

CHINESE FOOD SCHOLAR

Los Angeles has some of the world's best and most diverse Chinese food outside China, but it's spread out over 4,000 square miles. With his 2003 sleeper hit, *Finding Chinese Food in Los Angeles*, Carl Chu, 31, has proved to be one of the country's most avid food anthropologists, combining culinary studies and restaurant criticism. In exploring everything from the best places for Shandong hand-pulled noodles to the role of lamb in Islamic-Chinese cooking, the Taiwanese-born Chu bridges what he calls "American's perception of 'Chinese food' and what the Chinese actually eat." Chu recently released *Chinese Food Finder*, a revised edition of the L.A. guide, and is working on New York City and San Francisco versions. He's also planning a book on how Chinese recipes have been adapted in places like Trinidad (lots of rum) and Mexico (lots of lime). —R.W.

7 | Tres Fromme

GARDENING GURU

When 98-year-old Longwood Gardens began showing signs of wear, Tres Fromme decided to do more than just repair the conservatories' leaky roofs. Instead, he incorporated brilliant new designs into the 1,050-acre property in Chester County, Pennsylvania. While preserving the classical aesthetic of the gardens' founder, Pierre du Pont, former chairman of both DuPont and General Motors, Fromme, 33, drew inspiration from modernist and postmodernist designers and architects like Mies van der Rohe. For the East Conservatory redesign, for instance, Fromme is bringing hedges indoors and adding a small canal with black-dyed water that reflects the colorful plants (610-388-1000 or longwoodgardens.org). —R.T.

11 | Katrina Markoff

CHIC CHOCOLATIER

In 1998, Katrina Markoff sold her wasabi-spiked truffles and other strange, beautiful confections from a 225-square-foot store in Chicago. Now, Markoff, 31, has added a Vosges Haut-Chocolat boutique in New York City, with others opening in Los Angeles, Las Vegas and London, and a catalog that sells such things as chocolate-brown-leather jackets (vosgeschocolate.com). —R.T.

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Katrina Markoff, surrounded by Chinese takeout bins filled with chocolate at the Vosges Haut-Chocolat boutique in SoHo, NYC. For other boutique locations, visit vosgeschocolate.com. ▶

Vosges Haut-Chocolat

Katrina Markoff, owner and founder of Vosges Haut-Chocolat, and her sister, Natalie, who does PR for Vosges, are innovators in the world of chocolate. If this sounds like hyperbole to you, try a bite of their Mo's Bacon Bar (\$7 for a 3-oz. bar), which is made with crunchy bits of applewood-smoked bacon, alder-smoked salt, and deep milk chocolate. (The combination was inspired by Katrina Markoff's favorite childhood dish: chocolate chip pancakes, bacon, and maple syrup.) Vosges's Collezione Italiano (\$37 for a box of 9 pieces) features the earthy, tannic flavors of ingredients from the Mediterranean, such as balsamic vinegar, olive oil, and Tuscan fennel pollen. My favorite chocolate, the Rooster truffle, shaped like the craggy peaks of northern Italy, is made with Taleggio cheese and has a shelf life of only seven days. For a more classic flavor combination, try the organic peanut butter bonbons. Himalayan salt and Fleur de Sel add subtle crunch and balance to these creamy sweet treats (\$27 for a box of 9 pieces). [888-301-9866. vosgeschocolate.com]



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Sweet Corn and Black Raspberries ice cream, Jeni's Splendid Ice Creams, \$10/pint; jeni'sicecreams.com.

Avocado sorbet, Delicieuse, \$8/pint; icedreamonline.com.

Chocolate Jalapeño gelato, Ciao Bella, \$7/pint; icecreamsource.com.

Pistachio Raw Agave gelato, Organic Nectars, \$9/pint; organicnectars.com.

Strawberry Daiquiri liqueur-infused ice cream, Silver Moon Desserts, \$8/pint; silvermoon-desserts.com.

Naga Exotic curry and coconut ice cream, Vosges Haut-Chocolate, \$7/pint; 888-301-9866.

4 A Trio of Ice Cream Sandwiches

A MINI BRIOCHE + CHOCOLATE

Order mini puffs from your local bakery (also find them at dreamersgourmet.com), or use a sharp knife to cut the middle out of a larger brioche. ("Save the discarded pieces for breakfast toast," says Atlas.) Use a scoop to make uniform balls.

B GRAHAM CRACKERS + KEY LIME

It's a match made in heaven: crisp and citrusy. Cut ½-inch slices of key lime gelato with a warm knife (run it under hot water) and trim to fit the crackers. You can also buy sandwiches premade from Ciao Bella, \$8/4; icecreamsource.com.

C GINGER COOKIES + VANILLA

Thin ginger cookies are delicious with sugary flavors. Atlas suggests softening the ice cream before assembling the sandwiches and using a small spatula with a bent handle (called an offset spatula, \$4; surlatable.com) to smooth and contour the edges.



Chocolate Hazelnut, Key Lime Graham, and Tahitian Vanilla gelati, Ciao Bella, \$7/pint; icecreamsource.com. Anna's Ginger Thins, \$2/box; at Target.

COOL TOOLS

SCOOP LIKE A PRO You can't go wrong with this streamlined design that has been around since 1932.

Zeroll Original ice cream scoop, \$19; amazon.com.



MAKE YOUR OWN This easy-to-use machine allows you to experiment with flavors.

Cuisinart Classic frozen yogurt, ice cream, and sorbet maker, \$50; surlatable.com.



SERVE WITH STYLE One push and this genius tool forms elegant cylindrical ice cream towers for another fresh presentation.

Cuisipro Scoop & Stack, \$15; amazon.com.



People

EXCLUSIVE!



ENTERTAINING

AN ALL-STAR EASTER BASKET!

Give your holiday a Hollywood twist with these sweet and festive celebrity favorites



HOT CHOCOLATES

Kelly Ripa is big on Vosges Haut Chocolates, which created this Enchanted Mushroom, \$75, and Exotic "Barcelona" Bunny, \$12; vosgeschocolate.com



CONTRIBUTORS Antoinette Y. Coulton, Liza Hamm and Suzanne Zuckerman, with Reagan Alexander, Pearl Barraclough and Mary Park

Photograph by ANTHONY VERDE

DON'T STRESS IT! 15 EASY SWAPS TO SLIM DOWN YOUR FAVORITE FOODS

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fun



faves giveaway: Ten readers will win a set of cute crutch covers. Enter to win at rachaelraymag.com/april.

I wish these were around when I was a kid! Soccer Ball Crutch Critters transform crutches into a fun (and plush) accessory. \$30 crutchcritters.com for stores

It's a match made in taste bud heaven: The Mini Bacon Candy Bar Library blends smoky bacon and rich chocolate. \$25 for 9 vosgeschocolate.com

When I need a taste of my hometown, Lake George, New York, I grab a pint of Adirondack Creamery Ice Cream. The flavors are made with natural ingredients from the Hudson Valley, and they taste delish! \$5 adirondackcreamery.com for stores



Enter to win at rachaelraymag.com/april

Take your pick: These Spring Street Fruit Slice Compacts come in lemon, orange and lime. \$25 each artisangemboutique.com



A nautical Ping Pong Set can turn a rainy day into family-tournament day. \$42 alicesupplyco.com

Ever wonder what your pup is thinking? The book *I Has a Hotdog* helped me decode (and laugh out loud) at my Isaboo's expressions. \$12 bn.com



Need a quick hostess gift? Wrap a tin of your favorite loose tea in a Thomas Paul Kettle Tea Towel. \$20 cherryleast.com



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10
THINGS

You Need to Know

THIS MONTH



1 Spiced chocolates are hot stuff.

Lemon-pepper

Pink peppercorns, lemon zest and deep-dark chocolate give these **Butterfly Bars** an edge over the usual candy bar. **\$6 each**; woodhousechocolate.com

Salt-and-pepper

Your everyday seasonings make a great couple, even in chocolate. The **Valerie Confection Tower** includes truffles infused with ground black pepper, and others finished with sea salt. **\$59**; williams-sonoma.com

Chile-cinnamon

An infusion of natural aphrodisiacs—ancho and chipotle chiles—and a dusting of cinnamon make buttery **Red Fire Toffee** extra seductive. **\$20 for 8 ounces**; vosgeschocolate.com

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LONDON CALLING

Travel in style with this sumptuously textured leather passport case from Bond Street's finest. Smythson, \$130; smythson.com.



Megan Fox at the *Transformers: Revenge of the Fallen* premiere in Tokyo

Our inspiration!

Color of the Season *Purple*

From violet to plum, stars can't get enough of this regal hue—and neither can we. Check out our favorite ways to work it for your wedding

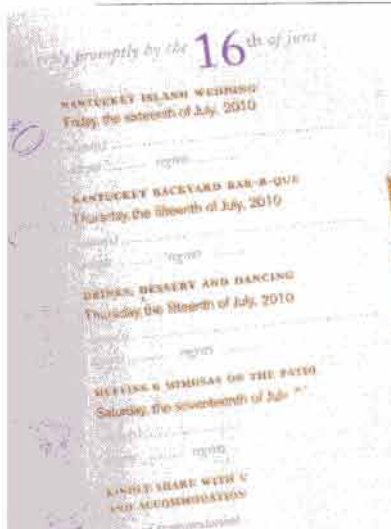
LAVENDER LABEL

Stock your bar with personalized bottles of wine from Northwest Cellars' collection. Marry Monograms, wine (from \$14/bottle), design (\$75), and label (50¢ each); marrymonograms.com.



HEAD GAMES

Do *Gossip Girl*'s Blair Waldorf proud in this fashionable floral headband. Perch, \$150; perchcollection.com.



CARD TRICKS

Get guests excited for your festivities by sending out this all-in-one response set. Ceci New York offset-printed four-page invitation booklet (from \$27) and escort cards (from \$5 each); cecinewyork.com.



FRINGE BENEFITS

Pair lavender napkins with plum tassels for a cool, two-tone look.



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- mocha \$4
- affogato \$5
- ristretto + amaro or other liqueur

Women in Charge: **Bold Moves**

With culturally inspired chocolates and a focus on going green, our Woman of the Year is taking taste to a whole new level.

The inspiration to create an entirely new chocolate experience struck Katrina Markoff one day while she was working in her kitchen and experimenting with unusual flavor combinations. Mixing chocolate with coconut milk and curry, she created a batch of decadent

truffles that were so delicious she decided to launch a business, Vosges-Haut Chocolat. It's that kind of creativity, along with solid business acumen and a passion for her community, that led Markoff to win the 2007 OPEN from American Express and *Entrepreneur* magazine Woman of the Year contest.

Markoff launched her specialty gourmet chocolate company from her Chicago apartment in 1998, but her journey started long before. With a zeal for cooking, she attended Le Cordon Bleu in Paris. Markoff found her passion was actually in trying new blends. A cooking mentor advised her to take time to travel the world so she could learn and expand her flavor

Katrina Markoff's ultraluxe approach to chocolate means sweet success for her business.



By experimenting fearlessly, Katrina Markoff has made her products unique.

imagination. "I traveled for the next nine months, studying street food in Southeast Asia and Australia," says Markoff, 34. "There is a much closer connection [between] food and people and land in Third World countries than there is in the U.S."

That connection to people and community is at the heart of Vosges-Haut Chocolat. By using exotic ingredients—from wasabi to anise to ancho chili powder—in her specialty chocolate truffles and other desserts, Markoff enables her customers to taste and experience different parts of the world. "It got to be about much more than just doing interesting flavors with chocolate," she says. "It's about telling a story of a different culture, artist, movement or religion through the medium of chocolate."

When Markoff launched, she pitched her chocolate to a buyer at Neiman Marcus. Despite a lukewarm response, she left some samples with him. The next day, he called and asked for more. He put them in the break room and they were devoured—colleagues excitedly asked where he got them and pressed to have them sold

in the store. "That was our first wholesale account out of my apartment," recalls Markoff. Two months later, she opened her first retail store in Chicago's Bucktown neighborhood. Soon after that, she launched a mail order catalog and a website (vosgeschocolate.com), and the brand really took off.

In 2007, company sales hit almost \$12 million. Now Markoff says her challenge is taking the company to the next level. With chocolate boutiques in Chicago, Las Vegas and New York, she recently went global by launching in Japan and is considering opening locations in London.

Locally, however, Markoff is thinking green and focuses on creating a sustainable luxury brand. She already runs her headquarters with 100 percent renewable energies. "But we're shooting for LEED platinum-level

certification, which means we'll basically have no waste and be almost 70 percent off the grid," explains Markoff. She's even building a chocolate "temple"—a manufacturing facility that will offer tours and feature an exhibition space for art, an organic rooftop garden and a yoga studio.

All those special touches are de rigueur for the approximately 50 employees of Vosges, who already enjoy a weekly yoga class at the office. "It's really important to have that in a company," says Markoff of those benefits designed to foster an atmosphere of creativity and innovation as well as calm and relaxation. "It says this isn't all about money; there's a lifestyle component to this business."

Making life better is central to Markoff's mission. A passionate traveler, she was moved by stories she read of the unjust treatment of women in Afghanistan. In 2001, she partnered with V-Day, a movement to stop violence against women. Since sponsoring V-Day, Vosges has created special truffle collections and donates 25 percent of their sales to improving conditions for women in Afghanistan, Mexico and even New Orleans.

Honored by being named Woman of the Year, Markoff hopes her company will be a role model to others for sustainability. At the end of the day, though, she credits her team with her company's success. "I have a very strong management team that embraces the need for change," she says. "[Staying] innovative and cutting edge is definitely challenging, but it's exciting at the same time. That's why a lot of people want to work here—because it's a very exciting place, and every individual here has the ability to make change."

—NICHOLE L. TORRES

WAY TO GROW

Back by popular demand, OPEN from American Express and *Entrepreneur's* "Women in Charge: Winning Strategies for Women Business Owners" conference will give you the latest tools and tactics to grow your business. This educational and networking forum will be held in Miami Beach, Florida, on January 29, 2008, and will offer the creative solutions you need to achieve your goals. For more information, go to entrepreneur.com/womenincharge.