

Recipe for
Innovation



 Invesco QQQ



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This page: **The Market Burger** by **Jean-Georges Vongerichten** pg. 118

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A Taste of Innovation

Imagine a tasting menu with 100 courses, each selected to balance the meal. That's Invesco QQQ ETF, a single investment that gives you access to 100 of the Nasdaq's most innovative companies. Invesco QQQ's holdings live on the cutting-edge of varied themes like artificial intelligence, cloud computing, energy, food & beverage, streaming, semiconductors and more, proving innovation can truly be found anywhere. That includes the kitchen. So to celebrate 25 years of Invesco QQQ ETF, five trailblazing chefs were asked to create 25 total recipes inspired by some of the innovative companies within the fund.

AAPL

Across its many signature product releases, the impact of Apple's decades of innovation goes far beyond the tech industry.

AMZN

Amazon's innovative tech continuously pushes its industry forward, whether it's managing one of the largest e-commerce catalogs, engineering delivery drones or servicing Amazon Web Services.

ABNB

From two air mattresses in San Francisco to millions of homes and rooms around the world, Airbnb reinvented what it means to travel and live like a local.

CEG

At the forefront of clean energy solutions and energy storing technologies, Constellation Energy has helped move the earth into a greener, brighter future.

ADBE

With countless innovative programs allowing artists and creators to express themselves by any means, Adobe has been foundational to creating art in the digital age.

COST

From pallets of groceries to \$1.50 hotdogs, Costco reinvented the way we shop on a daily basis by giving everyone access to premium ingredients at fair, wholesale prices.

CSCO

Across sectors in telecoms, network hardware or artificial intelligence computing, Cisco's innovations keep us connected in the digital age.

KDP

Whether it's trailblazing at-home brewing to new soft drink flavors and plastic-free coffee pods, Keurig Dr Pepper is at the cutting edge of beverage innovation.

MNST

Monster Energy amped up the beverage industry with energy drinks, and continues pushing forward with new flavors and innovative ingredients.

PYPL

Through its innovative secure payment systems, PayPal has helped legitimize small businesses around the globe.

DASH

Through its innovative tech and delivery services, DoorDash helped communities connect to local businesses and experience global cuisines.

KHC

Kraft Heinz has revolutionized how we eat and cook on a daily basis with staple ingredients in pantries and restaurants around the world.

MRNA

The therapeutics and vaccines that have come from Moderna's innovative mRNA research have given everyone a chance to live a healthier, longer life.

QCOM

It's the little things that make all the difference. Qualcomm's microchips and processors have helped usher in a new era of tech innovation.

GOOG

If you don't know, just Google it. Google helped shepherd the world into the information age with its search engine and cloud computing.

LULU

By constantly innovating in fabrics, styles and even customer engagement, Lululemon made workout gear cool again.

MSFT

Microsoft has been a name brand of innovative tech and computing for decades, trailblazing computer systems, gaming consoles, cloud services and beyond.

SBUX

Since it opened its first store in Seattle's Pike Place Market in 1971, Starbucks has revolutionized the coffee industry and experiential shopping as a whole.

HON

Honeywell's innovation has persisted for over a century, from mastering the elements with thermostats to pioneering the stars with aerospace tech.

MDLZ

With a pantry full of snack and cookie brands under one roof, the innovations of Mondelez brands reach every corner of the food and beverage space.

NFLX

Netflix reinvented the way we consume entertainment through their innovative tech and on-demand streaming platform.

WBD

Giving us the staple cartoons of everyone's childhood and the first ever "talkie" movie, Warner Brothers Discovery has never stopped raising the bar in entertainment.

INTC

Intel is foundational for much of the cutting-edge tech of today including processors, software and more.

META

Meta changed the way we interact and build community online, reshaping the landscape of social media and innovating the internet as a whole.

PEP

The grocery list of brands under the PepsiCo name have all made their mark innovating in flavors, ingredients and marketing alike.



Watch the series at [TasteQQQ.com](https://www.tasteqqq.com)



Chef + Restaurateur

Marcus Samuelsson is a famous chef, author and restaurateur known for his global culinary influence, with popular restaurants from NYC to Ethiopia. An Emmy winner and eight-time James Beard Award recipient, innovation is a concept Chef Marcus is more than familiar with.

Marcus Samuelsson





Berberere Honey Heat

Inspired by:
Honeywell (HON)

M's Miso Fried Chicken & Plantain Waffle, Berbere Honey, Scallions

Recipe by: Marcus Samuelsson **Serves** 3-4 **Prep Time** 30 min. (marinate overnight) **Cook Time** 35 min.

Ingredients

Miso Chicken

- 2 boneless skinless chicken thighs
- 2 cups buttermilk
- 1 tsp gochujang
- 1 tbsp soy sauce
- 1 tsp fish sauce
- salt & pepper (to taste)

Chicken Dredge

- 1 cup all-purpose flour
- 1 cup fine panko flakes
- 1 cup corn starch
- 1 tsp kosher salt
- 1 tsp granulated onion
- 1 tsp black pepper
- 1 tsp kosher salt

Honey Heat Sauce

- ¼ cup honey (you can sub maple syrup)
- ½ tsp berbere powder
- 4 tbsp unsalted butter
- ½ tsp kosher salt

Plantain Waffle Batter

- 4 extra large eggs
- 3 cups buttermilk
- 2 tbsp roasted plantain

- 2 cups granulated sugar
- 1 tsp vanilla extract
- 2½ cups all-purpose flour
- 2 cups cornmeal
- 1 cup butter (melted)

Maple Peanut Glaze

- 2 cups maple syrup
- 2 cups clove honey
- ½ cup soy sauce
- 1 tsp roasted garlic cloves
- 1 tsp berbere

Plating

- mustard seeds
- lemon slice
- fresh parsley
- pickled onion

Tools

- medium mixing bowl
- pot (for frying)
- cooking thermometer
- medium saucepot

This dish is all about heat. Inspired by Honeywell, which has pioneered how we interact with and manipulate heat for over 100 years, Berbere Honey Heat sure packs a punch to match. Chef Marcus Samuelsson's use of berbere, a staple (yet globally underrated) spice influenced by his Ethiopian heritage, brings an innovative take to an all-time classic: chicken and waffles. You can bring Chef Marcus' mouthwatering creation to your table morning, noon or night — just how the original jazz musicians who coined this classic intended.

Miso Chicken

- 1 Add all ingredients to a medium mixing bowl. Fold mixture evenly. Place in the refrigerator overnight to marinate.

Chicken Dredge

- 1 Combine all ingredients and mix evenly.

Frying Chicken

- 1 Take chicken pieces out of Miso Chicken marinade and coat completely in the Chicken Dredge.
- 2 Place coated chicken pieces into the 320°F oil. Fry 3-4 pieces at a time. The chicken will drop the temperature of the oil so keep it as close to 350°F as possible.
- 3 Fry each piece for 14 minutes, turning each piece about halfway through, until the chicken reaches an internal temperature of 165°F.

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Berberé Honey Heat (Cont.)



- 4 Remove from the oil and place on paper towels. Sprinkle with salt.
- 5 Let chicken rest for at least 10 minutes. Glaze chicken with Honey Heat Sauce.

Plantain Waffle Batter

- 1 Place all dry ingredients into a mixer and stir. Break the eggs in a small mixing bowl and mix with whisk.
- 2 Add the eggs and remaining ingredients to the dry mixture and mix until everything is incorporated.
- 3 Place in an airtight container and store in the fridge.

Cooking Waffle

- 1 Preheat the waffle iron, then place 2 cups of waffle mix in iron. Let cook for 3 minutes and 30 seconds before removing from iron. Place the waffle iron on the resting rack.

Maple Peanut Glaze

- 1 Place all ingredients in a medium saucepot. Bring to a boil, then place to the side.

Plating

- 1 Plate Plantain Waffle, stack Miso Fried Chicken, pour over Maple Peanut Glaze, add optional garnishes and enjoy. ©



Berberé

TURN UP THE HEAT!

Berberé is a vibrant and aromatic spice blend made from a mixture of hot chili pepper, garlic, ginger, fenugreek, cloves and other ground herbs and spices.

Considered the cornerstone of Ethiopian cuisine, its savory intensity and distinctive brick-red coloring are the signifying factors in Ethiopia's national dish, *doro wot*. For Chef Marcus Samuelsson,

berberé isn't just a bold flavor, it's a taste of home.

With origins tracing all the way back to the Silk Road, berberé's history is as strong as its flavor profile. It's only right that a spice so rooted in the exchange of cultures writes another chapter in culinary fusion as Chef Marcus innovates an American staple dish, chicken and waffles. ©



Land, Tree & Sea

Inspired by:
Airbnb
(A B N B)

Berbere Salmon, Avocado Salad,
Crispy Injera, Apple Water

Recipe by: Marcus Samuelsson **Serves** 3-4 **Prep Time** 30 min. (24 hr. brine & cure) **Cook Time** 20 min.

Ingredients

Maple Glaze

- 8 oz miso paste
- 1 cup soy sauce
- 2 cups olive oil
- 2 cup clove honey
- 1/3 cup fish sauce
- 3 limes (juice and zest)

Fermented Avocado Salad

- 1 tbsp miso glaze
- 1/3 cup cucumber ribbons
- 1/3 radish, shaved
- 1/3 cup diced apples
- 1/3 cup diced daikon
- 1/3 cup diced avocado
- 1 tsp chopped fresh herbs
- 1 tsp lime juice
- salt (to taste)

Smoked Berbere Oil

- 1/3 cup berbere
- 1 tsp minced ginger
- 1/3 cup smoked paprika
- 1 tsp salt
- 1 pint olive oil
- 1 tsp minced garlic

- 1 tsp brown sugar

Apple Water

- 4 juiced cucumbers
- 2 juiced green apples
- 1 jalapeno
- 1 cup olive oil
- 1 cup lime juice
- 1 cup fish fumet
- 1 bunch of fresh cilantro
- salt (to taste)

Berbere Salmon

- 10 oz salmon
- 1 tbsp salt
- 1 tbsp sugar
- 1 tbsp berbere

Crispy Injera

- injera

Plating

- fresh dill & parsley
- radish

This recipe was made for those with a love of travel and local cultures and cuisines. Inspired by Airbnb, the company that changed what it meant to travel like a local, Land, Tree, & Sea pays homage to local flavors and ingredients. Berbere salmon throws it back to Chef Samuelsson's Ethiopian roots, but much like Airbnb, this dish is made to be modified based on where you live. The recipe encourages the use of local and seasonal ingredients available locally, no matter where you are in the world. Land, Tree, & Sea is an easy way to bring homegrown cooking to your kitchen.

Fermented Avocado Salad

- 1 Place all ingredients in a medium mixing bowl. Gently fold salad together.

Smoked Berbere Oil

- 1 Add olive oil, garlic and ginger to a saucepan over medium heat. Sweat for 3-5 minutes.
- 2 Add spices and continue cooking for 2 minutes. Remove from heat and let cool completely.
- 3 Strain mixture and store in an airtight container.

Apple Water

- 1 Place all ingredients in a food processor. Blend until smooth.
- 2 Strain liquid and place in an airtight container. Store in the refrigerator. Must be made fresh every two days.

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Land, Tree & Sea (Cont.)



Berbere Salmon

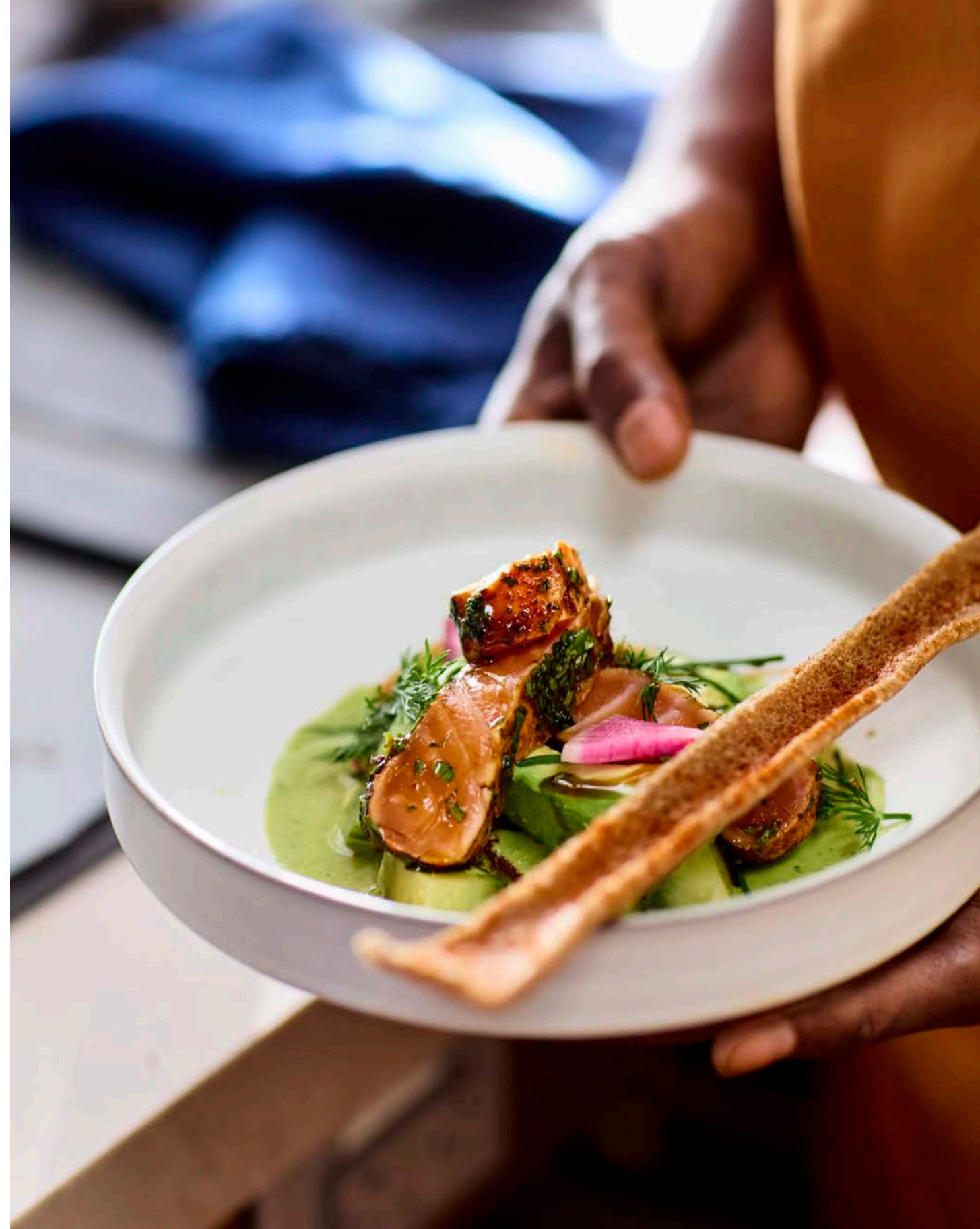
- 1 Generously brine the salmon with the salt and sugar mixture until all sides are covered. Store in the refrigerator for two hours.
- 2 Remove any excess salt from the salmon. Cover all sides with berbere and cure for 24 hours.
- 3 Remove any excess berbere. Slice into ¼" thick squares.

Crispy Injera

- 1 Place injera on a sheet pan (making sure they don't overlap). Preheat oven at 225°F. Place injera in the oven for 10-12 minutes, or until all moisture is removed.

Plating

- 1 Plate a few spoonfuls of Fermented Avocado Salad, pour on some Apple Water, add pieces of Berbere Salmon, garnish and enjoy. ©



Local Ingredients

Land, Tree & Sea comes from the inspiration you find while browsing your local farmers market. While Chef Marcus' version features ingredients local to Airbnb's home of San Francisco, for him this dish's spirit comes from whatever your region grows locally. For travelers living like locals through Airbnb, it's another way to embrace the culture of wherever you're staying and support local businesses and economies. Local ingredients are often fresher, more flavorful and more nutritious than other produce that's been shipped around for days. Since produce at farmer's markets spends less time on trucks and handled by middlemen, it has a lower carbon footprint than out-of-season or non-regional food— sometimes even a lower price tag too. By embracing and prioritizing local ingredients, chefs and travelers alike can create a deeper connection to the community and have a greater appreciation for the food we eat. ☺



The Bucks Stops Seared

Inspired by:
Starbucks
(SBUX)

Brown Butter Scallops,
Peanut Coffee Crumble,
Asian Pear, Sweet Potato
Pancake, Golden Milk

Recipe by: Marcus Samuelsson

Serves 2-3 Prep Time 25 min. Cook Time 25 min.

Ingredients

Peanut Coffee Crumble

- | | |
|----------------------------|-----------------------|
| 1 cup olive oil | 1 tsp cinnamon |
| 1 tsp berbere spice | 1 tsp baking powder |
| 1 cup toasted panko crumbs | ¼ tsp salt |
| ½ cup ground dark coffee | 2 tbsps melted butter |
| | 1 pinch nutmeg |

- | | |
|--------------------------------|--------------------------|
| 1 qt toasted injera | 1 tsp garam masala spice |
| ½ cup chopped unsalted peanuts | 1 tbsp curry powder |
| ¼ cup minced garlic | 1 tsp minced garlic |
| ½ chopped fresh parsley | 1 tsp minced ginger |

Brown Butter Scallops

- | | |
|--------------------------------------|-------------------------|
| 10 cleaned and shelled U-10 scallops | 1 tsp minced lemongrass |
| ½ cup unsalted butter | ½ cup olive oil |
| 1 tsp olive oil | 2 sprigs of fresh thyme |
| 2 sprigs of fresh thyme | 1 cup fish stock |
| salt (to taste) | 2 cups coconut milk |
| | ½ stick unsalted butter |

Sweet Potato Pancake

- | | |
|-----------------------------|------------|
| 1 cup mashed sweet potatoes | radish |
| 2 large eggs | fresh dill |
| ½ cup milk | lime slice |
| 2 tbsps brown sugar | |
| 1 tbsps maple syrup | |
| ¾ cup all-purpose flour | |

Tools

- nonstick pan
- baking sheet

A dish inspired by Starbucks' trailblazing commitment to local growers across the globe, The Bucks Stops Seared takes flavors and ingredients from around the world and puts them into one easy and tasty dish. Peanut coffee crumble and brown butter scallops melt in your mouth and, just like Starbucks, leaves you buzzing every time you have it.

Brown Butter Scallops

- 1 Pour olive oil into a large sauté pan on high heat.
- 2 Dry off scallops completely, season with salt and place them in the pan. Cook scallops on one side for 1-2 minutes.
- 3 Add the butter and fresh thyme. Baste scallops with butter for 1-2 minutes, or until the pan-side flesh of each scallop is golden brown. Remove scallops from the pan and place on a resting rack.

Peanut Coffee Crumble

- 1 Preheat the oven to 350°F.
- 2 In a medium mixing bowl, toss all ingredients.
- 3 Place mixture on a baking sheet. Place the sheet in the oven and toast for 5-8 minutes. Remove from oven and set aside.
- 4 Add all ingredients to a food processor. Pulse until the mixture becomes a crumble. Spread the mixture evenly on a sheet tray lined with parchment paper.

Sweet Potato Pancake

- 1 Combine all ingredients, mix evenly.
- 2 Put a quarter cup of batter on a nonstick pan. Cook on medium heat for 3-4 minutes.



Scallop Sourcing

Fresh scallops are firm, white and have a sweet briny smell. Avoid grey scallops!

Golden Milk

- 1 Place all ingredients in a medium sauce pot. Bring to a boil, then set aside.
- 2 Place mixture in a food processor and blend to a smooth consistency.
- 3 Pass sauce through a fine-mesh strainer.

Plating

- 1 Place Sweet Potato Pancake onto the plate and spoon Golden Milk around in a circular motion. Set down Brown Butter Scallops, sprinkle with Peanut Coffee Crumble, garnish and enjoy. ©

Same Day Rib

Inspired by:
**Amazon
(AMZN)**

Warm Prime Rib Tartar, Awaze,
Crispy Shallots, Toasted Brioche

Recipe by: Marcus Samuelsson

Serves 2 **Prep Time** 20 min. **Cook Time** 10 min.

Ingredients

Warm Beef Tartare

- 1 lb small diced beef ribeye
- 1 tbsp olive oil
- 1 tsp berbere
- 1 tsp fresh grated horseradish
- 1 tsp Dijon mustard
- 1 cup uni butter
- 1 tsp of awaze
- 1 tsp of lemon juice
- 1 tbsp finely diced chives
- 1 tsp fried capers
- 1 tbsp small diced shallots
- salt (to taste)

Toasted Brioche

- 1-2 brioche slices
- butter (uni butter optional)

Plating

- fresh parsley
- pinch of flaky salt

Tools

- nonstick skillet
- medium mixing bowl
- small sauce pot
- pan

Speed and quality are on the menu with Same Day Rib. Taking inspiration from Amazon, which reinvented the bounds of same-day delivery and our craving for instant gratification, Same Day Rib is a delicious take on a dish that typically comes with days of prep. Chef Marcus Samuelsson created this easy Same Day Rib as a nod to convenience and speed in e-commerce as well as in cooking. It's an easy and quick recipe for immediate gratification.

Warm Beef Tartare

- 1 Add one tablespoon of olive oil to a nonstick skillet on high heat. Sear beef ribeye for one minute on each side, then remove from heat and let rest before dicing.
- 2 In a medium mixing bowl, fold together diced beef, berbere, capers, shallots, mustard and awaze.
- 3 In a small sauce pot on low heat, melt the uni butter. Slowly pour melted butter into the beef mixture and mix until combined.

Toasted Brioche

- 1 Heat a pan for 30 seconds on medium heat. Melt the butter and add the brioche. Toast until golden brown.

Plating

- 1 Plate, garnish and slow down the pace to savor the taste. 🍴





Velvet Apples

Inspired by:
Apple (AAPL)

Vegan Red Velvet Brownie,
Caramelized Rum Apples, Fresh Fruit

Recipe by: Marcus Samuelsson

Serves 3-4 Prep Time 15 min. Cook Time 35 min.

Ingredients

Red Velvet Brownie

- 2 15 oz cans chickpeas, rinsed and drained
- 1 cup cashew butter
- 2 cups maple syrup
- 2 cups chocolate chips
- 2 tsp vanilla extract
- 2 tsp white vinegar
- 1 tsp salt
- ½ tsp baking powder
- ½ cup cocoa powder
- ½ cup beet juice
- ½ tsp baking soda

Caramelized Rum Apples

- 2 green apples, peeled, core removed and small diced
- ½ cup dark rum
- 1 tsp cinnamon
- 1 pinch nutmeg
- 1 tbsp olive oil
- 1 tsp lemon juice

Plating

- sprig of mint
- whipped cream
- crushed peanuts (can be crushed by putting in a bag and smashing)

Tools

- food processor
- ice cream scoop
- muffin tin
- cooling rack
- sheet pan

Apple's impact goes far beyond the tech space, and Velvet Apples is inspired by such innovation. When mobile phones also became high quality cameras, the food industry was broken open to allow anyone to become a top-notch food creator. Chef Samuelsson was inspired by this accessibility influx and created Velvet Apples with simple and fresh ingredients every home has on hand. By nature, its plating can be altered in any number of ways, so no matter what chef is behind the camera, their creativity is free to make it their own.

Red Velvet Brownie

- 1 Preheat the oven to 325°F. Combine all ingredients in a food processor until smooth. With an ice cream scoop, fill a nonstick coated muffin tin halfway. Place in the oven and bake for 25-30 minutes.
- 2 Place the pan on a cooling rack and cool completely before removing brownies.

Caramelized Rum Apples

- 1 Heat a sauté pan over medium heat and add olive oil. Add in diced apples and spices and sauté for 2-3 minutes. When the apples begin to soften, deglaze with rum and reduce for 2-3 minutes.
- 2 Finish off with lemon juice and transfer to a sheet pan to cool.

Plating

- 1 Plate with garnish and enjoy (don't forget to take a photo). 📸

Kwame Onwuachi



Chef + Author

Kwame Onwuachi is a James Beard Award-winning chef, author and executive producer at *Food & Wine*. Named one of *Food & Wine*'s Best New Chefs and *Esquire*'s 2019 Chef of the Year, his acclaimed restaurant, Tatiana, has already garnered accolades including *The New York Times*' #1 Restaurant in NYC two years in a row.



Finding the Seafood

Buy sushi grade fish for this recipe.



What Are the Best Bites of the Ocean?

Inspired by:
Alphabet
(GOOG + GOOGL)

Hamachi, Tuna,
Caviar, Uni, Escovitch

Recipe by: Kwame Onwuachi

Serves 2-4 Prep Time 1 hr. 45 min. Cook Time 45 min.

Ingredients (Part 1)

NKO

- ½ qt neutral oil
- ½ tbsp whole cumin seed
- 1 tbsp whole allspice
- 1 2" whole cinnamon stick
- 1 tbsp whole coriander seed
- 3 black cardamom pods
- 2½ tbsp dried oregano flakes

Spice Pickle

- 2 cups water
- 1¼ cup white balsamic vinegar
- ¼ cup white granulated sugar
- 2½ tbsp kosher salt
- 1 1" fresh ginger knob, thinly sliced
- 4 sprigs fresh thyme
- ½ habanero chili pepper

Peppa Sauce

- ¼ cup Spice Pickle
- 2½ fresh garlic cloves
- 6 habanero chili peppers, stemmed and cut in pieces

Escovitch

- 3 tbsp fresh garlic
- 2 tsp whole coriander seed
- 3 tbsp fresh ginger
- 2 tbsp Peppa Sauce
- 1¼ cups Spice Pickle
- ¼ cup carrot juice
- 3 tbsp white granulated sugar
- 1¼ medium yellow onions
- ½ red bell pepper
- ½ orange bell pepper
- kosher salt (to taste)
- NKO (as needed)

Carrot Nage

- ½ cup Escovitch
- 3 fresh limes juiced, more if desired
- 3½ tbsp honey
- 2 tbsp carrot juice
- 1½ tsp kosher salt

If your taste buds can't answer for you, we know who to ask. Alphabet has revolutionized information and discovery across every corner of the globe. For chefs like Kwame, it's a resource for new ingredients, flavors, purveyors and anything else they need for culinary innovation. What Are the Best Bites of the Ocean has raw tuna, hamachi and uni swimming together in a mouth-watering escovitch sauce. The result? A dish so good you'll be googling where to buy raw fish in bulk.

NKO

- 1 Combine all ingredients in a heavy-bottomed pot set over medium-low heat. Heat the oil gently without bringing it to a simmer, infusing it for 90 minutes. Remove from heat and let cool slightly.
- 2 Transfer to a high-powered blender and blend on high until spices are completely broken up, then strain through a fine-mesh strainer.

Spice Pickle

- 1 In a non-reactive pot (like stainless steel or enamel), combine all the pickling liquid ingredients. Bring the mixture to a boil over high heat.
- 2 Once boiling, remove the pot from the heat and let it cool completely. This can take several hours. Strain the pickling liquid through a fine-mesh strainer into a clean container. Discard the leftover solids.

(Continued on next page)

What Are the Best Bites of the Ocean? (Cont.)

Ingredients (Part 2)

Plating

- 5 fresh Hokkaido uni (more as desired)
- 1 oz Royal Ossetra Caviar (more as desired)
- 3 oz sushi grade hamachi/yellowtail (1/4" sashimi slice, about 5 pieces total)
- 3 oz sushi grade big-eye tuna (3/4" cube, about 5 pieces total)
- avocado (3/4" cube, about 5 pieces total)
- crispy rice pearls
- cilantro leaves

Peppa Sauce

Safety First: Habanero peppers are very hot. Wear gloves when handling them to avoid burning your skin. Wash your hands thoroughly after handling peppers, especially before touching your face.

- 1 Combine all the ingredients (habanero peppers, pickling liquid and garlic) in a blender or food processor.
- 2 Process the mixture on medium speed for 30 seconds, or until the garlic and peppers are finely minced. The result should be finely minced — not pureed!

Escovitch

- 1 In a large pot or Dutch oven, heat enough NKO (or olive oil) to coat the bottom over medium-low heat. Add the minced ginger, garlic and Peppa Sauce. Cook for a few minutes, stirring occasionally, until the raw onion flavor cooks out of the garlic and ginger.
- 2 Add the carrot juice, Spice Pickle and sugar to the pot. Increase the heat to medium and bring to a simmer. Reduce heat and simmer for about 20 minutes, or until the mixture thickens slightly and reduces by about a third.
- 3 Transfer the hot mixture into a high-powered blender and blend until smooth. Strain the puree mixture through a fine-mesh sieve into a clean bowl. Discard the leftover solids.
- 4 In a large pan or skillet, heat enough NKO (or a neutral oil) to coat the bottom over medium heat. Add the julienned onions and peppers. Sauté for 5-7 minutes, stirring occasionally, until softened and translucent. Don't overcook or brown the vegetables.

Carrot Nage

- 1 In a blender, combine the Escovitch, lime juice, honey, carrot juice and salt. Blend on high speed until smooth and well combined.
- 2 Taste the Carrot Nage and adjust the seasoning as needed. You can add more lime juice for a brighter flavor, more honey for sweetness, or additional salt to taste.
- 3 Transfer the Carrot Nage to a container and refrigerate for at least 30 minutes to allow the flavors to meld and the sauce to chill.

Plating

- 1 Lightly season the tuna, hamachi and avocado with a pinch of kosher salt. Arrange them randomly around the entire plate, the end result is meant to be a mosaic of color and texture.
- 2 Divide the Escovitch into 5 and place them randomly on top of select pieces of fish and avocado. Get creative!
- 3 If using a squeeze bottle, carefully add the Carrot Nage to the bottom of the plate. Aim for an even, shallow layer, making sure it doesn't cover the fish or avocado. Gently wiggle the plate to distribute the sauce evenly.
- 4 Using a mother-of-pearl spoon (or plastic spoon), gently add small dollops of caviar and uni over the fish and avocado.
- 5 Garnish the plate with crispy rice pearls, cilantro leaves, a sprinkle of flaky sea salt and a few drops of NKO. ☺





Sushi Grade Hamachi

Fresh Hokkaido Uni

Sushi Grade Big Eye Tuna

Royal Ossetra Caviar



In-House Halal Cart

Inspired by:
DoorDash (DASH)

Shawarma Roasted Chicken,
Braised Lamb Shank,
Turmeric Rice

Recipe by: Kwame Onwuachi

Serves 4 Prep Time (24-48 hr. brine) Cook Time 90 min. (3 hr. braise)

Ingredients (Part 1)

Shawarma Marinated Chicken

- 2 lb half chicken
- 1 tbsp kosher salt
- 1½ tsp white granulated sugar
- ¼ fresh lime, squeezed with rind
- 8 oz water
- 8 oz ice
- 1 clove fresh garlic
- 2 sprigs fresh thyme
- 1 fresh bay leaf

Chicken Marinade

- ½ cup sofrito
- 1 cup Greek yogurt
- 3 tbsp shawarma seasoning
- 2 tsp kosher salt

Ras El Hanout Braised Lamb

- 1¼ lb lamb shank
- ½ tsp ras el hanout seasoning
- 1 tsp kosher salt
- neutral oil (as needed)

Lamb Braise

- ½ quartered medium red onion
- 1 quartered plum tomato
- 10 smashed cloves/ whole garlic head
- 1 1" knob fresh ginger, sliced
- 3 whole sprigs fresh thyme
- 1 fresh bay leaf
- 2 qt hot chicken stock

Lamb Jus

- braising liquid (from braise, can sub with chicken stock)
- 2 tbsp dark brown sugar
- 2 tsp ras el hanout seasoning

Tools

- medium pot
- container with lid or plastic wrap
- roasting pan with rack
- Dutch oven
- non-reactive pot

Halal carts have been the dinner table of New Yorkers for decades. Inspired by DoorDash's ability to broaden our culinary palate with accessible and flavorful meals, this dish of shawarma roasted chicken and braised lamb shank on a rich bed of turmeric rice represents this spirit better than anything else. It may not come in a container, but In-House Halal Cart is a taste of late-night NYC.

Brined Chicken

- 1 In a pot, combine the salt, sugar, garlic, thyme, bay leaf, lime juice (and rind) and water. Bring the mixture to a boil over medium heat, stirring until the salt and sugar dissolve.
- 2 Immediately remove the pot from heat and add the ice. Stir until the ice melts completely.
- 3 Transfer the cooled brine to a large bowl or container. Submerge the chicken breasts completely in the brine. Cover the container with plastic wrap or a lid and refrigerate for 24-48 hours.

Shawarma Marinated Chicken

- 1 If your sofrito isn't already a smooth paste, you can blend it in a food processor until well combined.
- 2 In a large bowl, whisk together the Greek yogurt, blended sofrito mixture, shawarma seasoning and salt.

(Continued on next page)

In-House Halal Cart (Cont.)

- Pat the chicken dry with paper towels. Place the chicken in the bowl with the marinade. Thoroughly coat the chicken with the marinade, making sure to get it everywhere, even under the skin. Cover the bowl with plastic wrap and refrigerate for at least 24 hours, or up to 48 hours for maximum flavor.

Roasting the Chicken

- Preheat the oven to 400°F.
- Place the marinated chicken, skin side up, on a roasting pan with a rack in the oven. Do not scrape off excess marinade.
- Roasting time will vary depending on the size of the chicken, but start checking after 30 minutes. To check for doneness, insert a meat thermometer into the thickest part of the thigh. The internal temperature should reach 165°F.
- Once cooked through, remove the chicken from the oven and let it rest for 10-15 minutes before carving. This allows the juices to redistribute for a more tender and flavorful chicken.

Ras El Hanout Braised Lamb

- Pat the lamb shanks dry with paper towels. Season generously with ras el hanout and salt on all sides. Let them marinate in the refrigerator for at least 2 hours, or up to 24 hours for deep flavor.
- Heat olive oil over medium-high heat in a Dutch oven. Sear the lamb shanks on all sides until well-browned, about 5-7 minutes per side. Don't overcrowd the pot; sear in batches if necessary. Remove the browned lamb shanks and set them aside.
- Pour in about ½ cup of chicken stock (from the measured amount) and scrape up any browned bits. Let the liquid simmer for a minute to deglaze the pan. Add all of the ingredients for the braise to the pan, including the lamb and remaining chicken stock. Bring to a simmer.
- Cover the Dutch oven tightly with a lid and transfer it to a preheated oven at 300°F. Braise

for 3 hours or until the meat is tender and nearly off the bone. Check for tenderness after 2½ hours by inserting a fork into the thickest part of the lamb shank.

- Once cooked, gently remove the lamb shanks from the oven, uncover and allow to cool for 20 minutes. Carefully remove the lamb shanks from the braising liquid with a slotted spoon and set them aside— if the meat falls apart during this process, it's okay. Strain the braising liquid into a pot or saucepan, discarding the aromatics.
- Bring the reserved braising liquid to a simmer. Skim off excess fat from the surface. Add the brown sugar, additional ras el hanout and ½ tsp of salt. Let the sauce simmer and reduce by 75% or until it reaches your desired consistency. It should be able to coat the meat well. Taste and adjust seasonings as needed.
- Break the lamb meat into bite-sized pieces, then return to the sauce and keep warm until service.

Ingredients (Part 2)

Spice Pickle		725 g chicken stock
1½ cup	Greek yogurt	2 tsp kosher salt, such as Diamond Crystal
2 cups	water	
1¾ cups	white balsamic vinegar	Pickled Red Pearl Onion
¼ cup	white granulated sugar	3 oz red pearl onion, sliced 1/16" rings/ petals
2½ tbsp	kosher salt	1 red beetroot, sliced 1/4" rings/ petals
1 1"	knob fresh ginger, thinly sliced	¾ cup Spice Pickle
4 sprigs	fresh thyme	Pickled White Pearl Onion
2 tsp	whole coriander seed	3 oz white pearl onion, sliced petals
½ habanero	chili pepper, roughly chopped	¾ cup Spice Pickle
Turmeric Rice		White Sauce
1 cup	basmati rice	1 cup extra fancy mayonnaise
1½ tbsp	neutral oil (more as needed)	½ cup Greek yogurt
1 tsp	whole cumin seed	½ tsp shawarma seasoning
1 tsp	minced fresh garlic	2½ handfuls of fresh parsley leaves, finely chopped
1 tsp	minced fresh ginger	fresh lemon (to taste)
1 tbsp	tomato paste	kosher salt, such as Diamond Crystal (to taste)
¼ cup	diced medium yellow onion	Plating
¼ cup	diced red bell pepper	dill
½ tsp	ground turmeric	mint
2 tsp	dried oregano flakes	parsley
1 fresh	bay leaf	
2 sprigs	fresh thyme	
2 tbsp	unsalted butter	

Spice Pickle

- In a non-reactive pot (stainless steel or enamel), combine all the pickling liquid ingredients. Bring the mixture to a boil over high heat. Once boiling, remove the pot from heat and let it cool completely. This can take several hours.

Turmeric Rice

- Rinse the rice then soak it in a bowl of cool water for 20-30 minutes. Drain the rice well before proceeding.
- Heat the olive oil in a saucepan or pot with a tight-fitting lid over medium heat. Add the cumin seeds and toast them for about 5 minutes, stirring occasionally, until fragrant.
- Add the ginger, garlic, onion and bell pepper to the pot with the toasted cumin seeds. Sauté for about 5 minutes, until the vegetables begin to soften.
- Add the tomato paste and increase the heat to medium-high. Cook for about 10 minutes, stirring frequently, until the tomato paste darkens and becomes slightly caramelized.
- Add the rinsed rice to the pot and toast the rice for about 5 minutes, stirring occasionally. Add the rest of the ingredients and bring to a simmer.
- Cover the pot tightly with the lid and reduce heat to low. Cook the rice for 15-20 minutes, or until the rice is tender and all the liquid has been absorbed.
- Remove the pot from the heat and let it sit covered for an additional 10 minutes. After 10 minutes, remove the lid, fluff the rice gently with a fork and let it steam for another 5 minutes. Fluff the rice again before serving.

(Continued on next page)



In-House Halal Cart (Cont.)

Pickled Red Pearl Onion

- 1 Peel the red pearl onions, then cut in half lengthwise. Carefully separate the onion layers into individual petals.
- 2 Heat a large skillet or frying pan over medium-high heat. The pan should be very hot but not smoking. Add the separated onion petals and beets into the hot pan and cook them for about 10 seconds, stirring constantly with tongs. Be careful not to brown the onions.
- 3 Immediately pour the Spice Pickle over the hot onion petals in the pan.
- 4 Bring the mixture to a simmer and remove the pan from the heat, then carefully transfer the pickled onions (including the pickling liquid and beets) to a clean, non-reactive container with a lid.
- 5 Let them cool completely at room temperature. Then, refrigerate them for at least 2 hours, or ideally overnight, to allow the flavors to develop.

Pickled White Pearl Onion

- 1 Heat a large skillet or frying pan over medium-high heat. The pan should be very hot but not smoking. Add the separated onion petals to the hot pan and cook them for about 10 seconds, stirring constantly. Be careful not to brown the onions.
- 2 Immediately pour the Spice Pickle over the hot onion petals in the pan.
- 3 Bring the mixture to a simmer and remove the pan from the heat, then carefully transfer the pickled onions (including the pickling liquid) to a clean, non-reactive container with a lid. Let them cool completely at room temperature. Then refrigerate them for at least 2 hours, or ideally overnight, to allow the flavors to develop.

White Sauce

- 1 Whisk together the mayonnaise, Greek yogurt, shawarma spice and chopped parsley into a bowl. Season with kosher salt and fresh lemon juice to taste.

Plating

- 1 In a large serving platter, spread out a bed of cooked Turmeric Rice.
- 2 Place the braised lamb shank pieces randomly on top of the rice.
- 3 Cut the cooked shawarma chicken into the standard 8-piece, then cut the breast and thigh further.
- 4 Scatter the pickled red and white pearl onions around the platter then dollop spoonfuls of White Sauce and hot sauce in different spots.
- 5 Finish the platter with sprinkles of fresh dill fronds, torn mint leaves and parsley leaves.
- 6 Finish everything with flaky sea salt and serve alongside extra White Sauce and hot sauce. ©



Halal Away From Home

From decades of hurried commuters to rising skylines, the streets of New York City have seen their fair share of comings and goings. While nothing lasts forever, especially in a city like NYC, an aromatic hot box serving cheap food to-go has become an unwavering staple of a New Yorker's diet. From 9-5ers to 2 am cabbies and line cooks, this is how halal carts became the backbone of NYC's working class.

Cheap, late-night food carts have been at the service of NYC's working class as early as the 19th century. Fondly referred to as "owls," these wagons circled the streets from 7:30 pm - 4:30 am serving workers whose shifts were too late

(or early) for restaurant hours, offering simple sandwiches and coffee for a palatable 5 cents. As immigrants arrived and settled in New York, the evolving street food—from oysters to knishes to sausages—reflected each wave of newcomers.

For the most part, these food carts were a means to an end for the people operating them, whether it was offering much-needed tastes of home, fostering a sense of belonging in a new world, or just keeping the lights on until they found their footing in a new country. As time went on, different communities took the baton operating these vital vessels. But it wasn't until the 1990s, when Greeks pushing souvlaki and

“It was extremely hard, but the light at the end of the tunnel was always the halal cart. It's cheap, it's a full meal and it's delicious. It's something that I order when I need a little bit of comfort.”

— Chef Kwame Onwuachi

gyros handed off to Middle Eastern Muslims primarily from Egypt, Bangladesh and Pakistan, that the food sold off these carts became a cornerstone far beyond even the culinary world.

Egyptians and Pakistanis didn't just stumble into the food cart world by chance; the connection was born to fill a need within their own community. As their fellow Middle Eastern immigrants quickly filled cabbie jobs, it became harder and harder for the primarily Muslim population to find a halal meal to sustain them through grueling 12-hour shifts. Enter the halal cart.

As is the case with most cultural food from America, the components that make up a plate of chicken and rice are far from authentic or traditional compared to what you'd find in an Egyptian or Pakistani restaurant, let alone in the home countries themselves. Instead, an innovative blend of past flavors meets present demands, designed to be made quick and cheap while still a delicious reminder of home.

The “red sauce” has flavors inspired by Egyptian harissa, though you'd be hard-pressed to find a single cart that calls it anything but its color. The famous white sauce, which adds a light, refreshing flavor to balance the heat of the red, is widely thought to be a take on the tzatziki made by the Greek immigrants who filled the carts before them, using mayo as a base instead of yogurt along with the owner's often-proprietary spice blend.

Like any low-cost high-quality meal packed with flavor, it didn't take long for the rest of New York's working class to catch on and fall in love with halal. For some of the original halal carts, this meant lines down the block and a whole new plethora of people to share their food and culture with. Chefs like Kwame Onwuachi, whose late-night shifts overlap those of cabbies, consider it a welcome metaphor for the grind of a chef on the rise in the city.

According to Chef Kwame himself, “It was extremely hard, but the light at the end of the tunnel was always the halal cart. It's cheap, it's a full meal and it's delicious. It's something that I order when I need a little bit of comfort.”

Over time, thanks to these newfound food-curious customers, halal cooks and their carts became a pillar of their neighborhoods and communities. Still, even the most popular carts haven't forgotten their more humble beginnings. For cabbies still looking for halal sustenance amidst their long shift, special cabbie lines let them bypass tourists and office workers, getting them back on the job in the shortest time possible.

Halal carts represent New York City's spirit—vibrant, diverse and full of flavor. They're among the countless examples of how providing easy ways to access local and cultural food doesn't just empower and grow local economies, but can even allow often-overlooked communities to be understood, accepted and grow in ways some could never imagine. 🍴

Photography by An Rong Xu

Workout Chicken

Inspired by:
**Lululemon
Athletica
(LULU)**

Chicken Cacciatore,
Coconut Brown Rice Risotto,
Charred Broccoli



Recipe by: Kwame Onwuachi

Serves 2-4 Prep Time (24-48 hr. brine) Cook Time 1 hr. 15 min.

Ingredients (Part 1)

Brined Chicken

- 2 chicken breasts
- 1 tbsp kosher salt
- 1½ tsp white granulated sugar
- 1 clove fresh garlic
- 2 sprigs fresh thyme
- 1 fresh bay leaf
- ¼ fresh lime, squeezed with rind
- 8 oz water
- 8 oz ice

Charred Broccoli

- 12 oz broccoli florets
- creole seasoning (as needed)
- kosher salt (as needed)
- neutral oil (as needed)

Chicken Cacciatore

- Brined Chicken
- creole seasoning (as needed)
- kosher salt (as needed)
- neutral oil (as needed)

Pepperoni Cacciatore

- 3 tbsp portobello mushroom, small dice
- 3 tbsp pepperoni, small dice
- 3 tbsp pancetta, small dice
- 2 tbsp yellow onion, small dice
- 2 cloves fresh garlic, thinly sliced
- 2 tbsp carrot, small dice
- 2 tbsp celery, small dice
- 2 tsp tomato paste
- ½ cup dry red wine
- 1 cup canned crushed tomatoes
- 1 tsp dried Calabrian chili flakes
- 1 sprig fresh oregano (sachet)
- 1 sprig fresh rosemary (sachet)
- 1 fresh bay leaf (sachet)
- 2 sprigs fresh thyme (sachet)
- kosher salt (as needed)
- neutral oil (as needed)

This isn't your trainer's chicken, rice and broccoli (but it should be). Just like Lululemon Athletica made gym clothes cool again, Workout Chicken proves that health doesn't have to sacrifice taste. A mouthwatering chicken cacciatore rests atop a hearty brown rice coconut risotto that keeps your energy up for HIIT or yoga. Finished off with a crispy charred broccoli, Workout Chicken is the talk of the health clubs. And remember, food isn't earned, it's enjoyed.

Brined Chicken

- 1 In a pot, combine the salt, sugar, garlic, thyme, bay leaf, lime juice (with rind) and water. Bring the mixture to a boil over medium heat, stirring until the salt and sugar dissolve.
- 2 Immediately remove the pot from heat and add the ice. Stir until the ice melts completely.
- 3 Transfer the cooled brine into a large bowl or container. Submerge the chicken breasts completely in the brine. Cover the container with plastic wrap or a lid and refrigerate for 24-48 hours.

Charred Broccoli

- 1 Meanwhile, toss the broccoli florets with oil, creole seasoning and salt. Spread them out on a baking sheet lined with aluminum foil. Roast on the top rack in the oven for 8-10 minutes, or until tender with slightly charred edges.

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Workout Chicken (Cont.)

Chicken Cacciatore

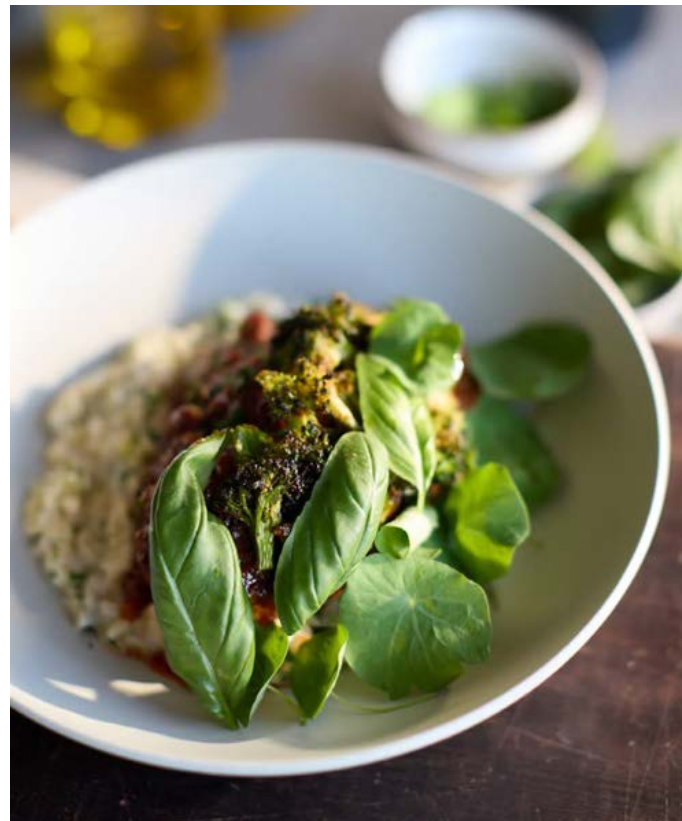
- 1 Preheat your oven to 425°F.
- 2 Remove the chicken breasts from the brine, pat them dry with paper towels and season generously with creole seasoning and salt. Let them sit at room temperature for 15-20 minutes to temper.
- 3 Heat neutral oil in a large skillet over medium-high heat. Once hot, carefully sear the chicken breasts for 2-3 minutes per side, until golden brown.
- 4 While the chicken sears, heat up the Pepperoni Cacciatore and bring it to a simmer. Then, transfer the seared chicken breasts to the pan with the simmering cacciatore. Bring everything back to a simmer again, then transfer the entire pan (chicken and sauce) to the preheated oven. Bake for 5 minutes, or until the chicken reaches 160°F.

Pepperoni Cacciatore

- 1 Heat neutral oil in a large skillet over medium heat. Add the pancetta, pepperoni and mushrooms. Cook until the pancetta is browned and the mushrooms are softened, about 5-7 minutes.
- 2 Add the diced onions and garlic. Cook, stirring occasionally until softened and translucent, about 5 minutes.
- 3 Add the diced carrots and celery to the pan with everything else. Cook for an additional 5 minutes, until softened slightly.
- 4 Stir in the tomato paste and Calabrian chili flakes. Cook for 3-4 minutes, stirring constantly, to taste the flavors. Deglaze the pan with red wine, scraping up any browned bits from the bottom. Let the wine simmer and reduce by half.
- 5 Add the crushed tomatoes and the herb sachet (or loose herbs) to the pan. Bring to a simmer, then reduce heat to low and cover partially.
- 6 Tie fresh herbs together with a kitchen twine or place them in a cheesecloth bag for easy removal.
- 7 Let the sauce simmer for 30 minutes then set aside and season lightly with salt. Remove herbs/sachet before continuing. This will finish simmering with the chicken above.

Coconut Brown Rice Risotto

- 1 Bring 2 quarts of water with 2 teaspoons of salt to a boil in a large saucepan. Add the brown rice and blanch it for about 10 minutes, or until al dente. Drain the rice thoroughly in a fine-mesh strainer.
- 2 While the rice cooks, heat a medium skillet with neutral oil over medium heat. Sauté the diced onion until softened and translucent, about 5 minutes. Add the minced ginger and garlic and cook for another minute until fragrant. Then add the canned coconut milk, chicken stock, thyme sprigs and a pinch of sugar (optional) to the skillet with the aromatics. Bring the mixture to a simmer.



Ingredients (Part 2)

Coconut Brown Rice Risotto

- 1 cup brown rice
- ½ medium yellow onion, diced
- 2 tsp fresh garlic
- 2 tsp fresh ginger
- 2 cups canned coconut milk, such as Chaokoh
- 1 cup chicken stock
- 2 sprigs fresh thyme
- white granulated sugar (to taste)
- kosher salt, such as Diamond Crystal (to taste)
- neutral oil (as needed)

Plating

- basil (garnish)
- nasturtium (garnish)

- 3 Add the drained brown rice to the simmering canned coconut milk mixture. Reduce heat to low and simmer, stirring constantly, for about 10 minutes, or until the rice is cooked through and the risotto reaches a creamy consistency. If the risotto seems too thick, add additional chicken stock as needed while stirring.
- 4 Season to taste with additional salt, if needed. Remove the thyme sprigs before serving.

Plating

- 1 In a pasta bowl, add risotto to the bottom then place a chicken breast on one side. Drape with extra cacciatore as desired and add broccoli overtop. Garnish with basil and nasturtium. 🍴



Kitchen Cabinet Chicken

Inspired by:
Kraft Heinz (KHC)

Brown Stew Chicken, Pepper Jam, Confit Pearl Onion, Rice & Peas

Recipe by: Kwame Onwuachi

Serves 4 Prep Time (24-48 hr. marinate) Cook Time 1 hr. 15 min.

Ingredients (Part 1)

Brown Stew Chicken

- 4 chicken leg quarters, bone-in, skin-on
- 2 medium yellow onion, large dice
- 3 plum tomatoes, large dice
- 2½ tbsp minced fresh ginger
- 2½ tbsp minced fresh garlic
- 2 tbsp pickapeppa sauce
- 1 tbsp browning, such as Grace or Jamaican Choice
- 1 tbsp freshly ground allspice
- 2 tbsp creole seasoning
- 4 sprigs fresh thyme
- 3 fresh bay leaves
- 2½ tbsp turbinado sugar
- 1 whole habanero chili pepper
- ¾ cup Heinz ketchup
- 2½ qt chicken stock
- kosher salt (to taste)
- neutral oil (as needed)

Pepper Jam

- 6 oz sun dried tomatoes, thinly sliced
- ½ red bell pepper, thinly sliced
- ½ orange bell pepper, thinly sliced
- ½ yellow bell pepper, thinly sliced
- 1 medium red onion, thinly sliced
- 1 Fresno chili pepper, thinly sliced
- 1 tbsp minced fresh ginger
- 2 tbsp minced fresh garlic
- ¼ cup Heinz ketchup
- 1 cup white balsamic vinegar
- ½ cup turbinado sugar
- kosher salt (to taste)
- neutral oil (as needed)

Tools (Part 1)

- large nonreactive dish
- Dutch oven
- medium saucepan

Just like how Kraft Heinz revolutionized our pantries, Kitchen Cabinet Chicken is a reinvented classic every household can enjoy. The Caribbean -staple brown stew chicken is reinvented by Chef Kwame with pepper jam and confit pearl onion, but Heinz ketchup remains an essential ingredient. Together, this dish becomes one of the tastiest additions to your cabinet meals since the OG boxed mac and cheese.

Brined Chicken

- 1** In a large non-reactive dish, combine all the marinade ingredients except neutral oil, Heinz ketchup, chicken stock and habanero pepper. Add the chicken pieces and toss to coat them evenly. Cover and refrigerate for at least 24 hours and up to 48 hours.
- 2** Remove the chicken from the marinade, reserving both the marinade and vegetables. Season the chicken with kosher salt and let it temper for 30 minutes at room temperature.
- 3** Heat 2 tablespoons of neutral oil in a Dutch oven over high heat. Once hot and shimmering, add the chicken pieces skin-side down. Sear for about 4 minutes per side, or until deep golden brown. Work in batches if necessary to avoid crowding the pan. Transfer the seared chicken to a plate.
- 4** Reduce the heat to medium and add the reserved vegetable marinade mixture to the pot. Sauté for about 10 minutes, stirring occasionally, until the vegetables are tender.

(Continued on next page)

Kitchen Cabinet Chicken (Cont.)

- 5 Stir in Heinz ketchup, chicken stock and habanero pepper (leave the chili whole). Return the seared chicken to the pot and bring the mixture to a gentle simmer over medium-low heat. Cover and cook for 1 hour.
- 6 Remove the chicken from the pot and increase the heat to medium-high. Bring the stew to a brisk simmer and reduce the sauce to a thick, gravy-like consistency, about 10-15 minutes. Discard the habanero pepper, being careful not to puncture it. Set aside until ready to serve.

Pepper Jam

- 1 Heat about 1½ tablespoons of neutral oil in a medium saucepan over medium heat. Once the oil shimmers, add the minced ginger and garlic. Cook for about 10 minutes, stirring frequently, until the raw flavor cooks out and they become fragrant. Be careful not to brown them.
- 2 Add the thinly sliced sun dried tomatoes, peppers, onion and Fresno chili pepper. Season with 2 teaspoons of salt. Sauté for 15 minutes, stirring occasionally, until the vegetables soften and become translucent.
- 3 Add the Heinz ketchup, white balsamic vinegar and turbinado sugar to the pan. Increase the heat to medium-high and bring the mixture to a simmer. Stir frequently as it reduces and thickens to a jammy consistency. About 20-30 minutes.
- 4 Taste the jam and adjust the seasoning with additional salt, if desired. Remove the pan from the heat and let the jam cool completely. Season again when cool and reserve.

(Continued on next page)



Kitchen Cabinet Chicken (Cont.)

Ingredients (Part 2)

Confit White Pearl Onions

- ½ lb whole unpeeled white pearl onions
- 1 lb melted unsalted butter
- 4 sprigs fresh thyme
- whole garlic head, cut in half or peeled
- 1 fresh bay leaf

Rice & Peas

- ¼ cup dried pigeon peas
- 3 tbsp unsalted butter, divided
- 2 tsp minced fresh ginger
- 2 tsp minced fresh garlic
- 1½ cup jasmine rice
- 2½ cups pigeon pea cooking liquid
- ½ cup canned coconut milk, such as Chaokoh
- 1 tsp browning, such as Grace or Jamaican Choice
- 2 sprigs fresh thyme
- peeled fresh ginger, 1-inch knob
- 1 fresh bay leaf
- 1 habanero chili pepper
- 1½ tbsp white granulated sugar
- 2½ tsp kosher salt
- 1 0.35 oz packet powdered chicken bouillon, such as Knorr

Tools (Part 2)

- strainer
- aluminum foil
- medium pot with lid
- small pan
- sheet tray

Confit White Pearl Onions

- 1 Leave the pearl onions unpeeled, but trim off any dried-out root ends.
- 2 In a saucepan, melt the butter over medium heat until hot but not bubbling.
- 3 Add the unpeeled pearl onions to the butter along with the thyme sprigs, garlic and bay leaf.
- 4 Tightly cover the pan with a double layer of aluminum foil. Bake in a preheated oven at 250°F for 1 hour, using the “roast” setting, if available, and with the fan on, if available.
- 5 Once cooked, carefully remove the pan from the oven and let the onions cool completely in the butter.
- 6 Strain the onions from the butter and spread the onions in a single layer on a baking sheet lined with fresh paper towels. Chill them in the freezer for at least 30 minutes, or until completely cold.
- 7 Peel the cooled onions, their skins should come off easily. Halve them and reserve.

Rice & Peas

- 1 The night before cooking, rinse the pigeon peas and place them in a medium pot. Cover them with a few inches of cold water and soak them overnight in the refrigerator.
- 2 Drain and rinse the soaked peas well. In the same medium pot, combine the peas with 4 cups of fresh water. Bring the water to a boil over high heat. Then, reduce the heat to a simmer and cook the peas until they are completely tender, about 20 minutes.
- 3 Drain the cooked peas, reserving the cooking liquid. You’ll need about 2½ cups of liquid, so add more water if necessary. Spread the cooked peas on a sheet tray to cool slightly while you prepare the rice.
- 4 In the same medium pot, melt 2 tablespoons of butter over medium heat. Add the minced ginger and garlic and cook for 5 minutes, stirring occasionally, until fragrant.

- 5 While the aromatics cook, rinse the jasmine rice thoroughly in a fine-mesh strainer until the water runs clear. Add the rinsed rice to the pot with butter and aromatics. Cook the rice, stirring often, for about 5 minutes, until it becomes slightly toasted.
- 6 Add all the remaining ingredients to the pot except for the cooked peas and remaining 1 tablespoon of butter. This includes the reserved pigeon pea cooking liquid, canned coconut milk, browning, thyme, ginger, bay leaf, habanero pepper, sugar, salt and bouillon.
- 7 Bring the mixture to a boil over high heat, stirring occasionally to prevent sticking. Then, reduce the heat to low, cover the pot tightly with a lid and simmer for 18 minutes, or until the liquid has been absorbed by the rice.
- 8 Remove the pot from the heat and let it sit, covered, for an additional 5 minutes. This allows the rice to steam and finish cooking. Then uncover the pot and remove the thyme sprigs, ginger knob, bay leaf and habanero pepper. Discard them carefully. Use a fork to fluff the rice gently. Let the rice sit uncovered for about 5 minutes.
- 9 Fold in the cooked pigeon peas and the remaining 1 tablespoon of butter. Season the rice and peas with additional salt to taste.

Plating

- 1 Heat a small pan over high heat. Add the confit pearl onion halves, cut-side down. Let them sear for about 2 minutes until slightly charred. Set them aside.
- 2 In a serving bowl, place the cooked rice and peas towards one side. On the other, gently place the Brown Stew Chicken and dress generously with the reduced stew.
- 3 Dollop pepper jam around the chicken, then add charred confit pearl onions, flaky salt and nasturtium leaves. Sprinkle chives over the rice and peas. 🍴



Ketchup to Caviar

THE ELEVATED ROLE OF A HUMBLE FAVORITE

What makes a dish gourmet is the masterful layering and understanding of flavors and ingredients that create a meal that stays with us. While most Western cuisine views ketchup as a cookout condiment, it's a key ingredient in many cultures' kitchens.



You don't have to look hard to see ketchup being used in ways unlike standard Western cuisine. From China to Ghana, ketchup's rich, tangy depth is a key ingredient in many staple recipes like stir fries, jollof rice and countless sauces.

In the Philippines, banana ketchup is as commonly found in cabinets as our staple brands in the States. As a condiment, it shines on fried chicken, breakfast silog, lumpiang — anything that needs a lighter, sweeter flavor than its tomato counterpart while maintaining that same vinegary tang. As an ingredient, it's a must-have in their famous adobo, and can appear as a rub or marinade for grilling.

The use of tomatoes in ketchup itself was an innovation on the original condiment, as its origins predate the arrival of the fruit to Europe from South America in the 1500s. The original ketchup, or koe-cheup, came from 300 BC China, and had a flavor and consistency more like fish sauce than any ketchup of today. Made from fermented soybeans, its long shelf life made it the perfect seafaring condiment, setting it on a long journey until its "golden age" of innovation in the 18th century.

The 1700s didn't just give ketchup its more modern flavor profile, this period brought the ingredient into the spotlight. Cookbooks entirely dedicated to ketchup were not uncommon, and some western figureheads even had their own signature ketchups. This era of culinary experimentation brought ketchups made from oysters, walnuts, lemons, mussels, celery, and seasonal fruits. The closest precursor to the tomato ketchup we love would be mushroom ketchup, which gave a similar taste of umami as tomatoes and was a favorite of Jane Austen.

The next big wave of innovation came in 1812, when a scientist in Philadelphia used tomatoes in ketchup with vinegar in an attempt to solve the waste that came from tomatoes' short shelf life. Still, it wouldn't become the

go-to ingredient we know today if not for an upstart company creating its own recipe in 1876, confidently bottling it in an unheard-of clear bottle, proudly stamped with "57." ©



Health Me Please

Inspired by:
**Moderna
(MRNA)**

Coconut Panna Cotta,
Fruits, Granola

Recipe by: Kwame Onwuachi

Serves 2 Prep Time (refrigerate overnight) Cook Time 60 min.

Ingredients

Coconut Panna Cotta

- 2 silver strength gelatin sheets
- 1½ cup canned coconut milk
- 2½ tbsp white granulated sugar
- ¼ whole vanilla bean split lengthwise
- pinch of kosher salt

Plating

- blended açai puree (to taste)
- various fruits & berries, such as mango, dragonfruit, currants, blackberries, etc.
- your favorite granola (if desired)
- fresh herbs, such as mint or basil

Tools

- whisk
- strainer

When we're healthy, we have more to look forward to. Including this Health Me Please coconut panna cotta, inspired by Moderna's innovations in how we keep ourselves (and others) safe and healthy. Fresh fruit and homemade granola top this gluten free, dairy free and no added sugar dish to create a balanced dose of good-for-you indulgence.

Coconut Panna Cotta

- 1 In a small bowl, add cold water to fully cover the gelatin sheets. Let them sit for 3-5 minutes, until softened and pliable.
- 2 In a small saucepan over medium heat, whisk together the canned coconut milk (such as Chaokoh), sugar, vanilla bean (including the seeds scraped from the pod) and salt. Heat the mixture to 140°F, whisking constantly. Do not let it boil.
- 3 Remove the saucepan from the heat. Squeeze any excess water from the softened gelatin sheets and whisk them into the warm coconut mixture until fully dissolved.
- 4 Blend the mixture using a hand blender or immersion blender. Then, strain the mixture through a fine-mesh strainer. This step helps remove any undissolved gelatin pieces and vanilla bean pod flecks.
- 5 Pour the strained panna cotta mixture into your desired dish. Cover the dish with plastic wrap or a lid and refrigerate for at least 4 hours, or until completely set. Ideally, let it sit overnight for the best results.



Plating

- 1 While the panna cotta tempers, wash and dry your chosen fruits and herbs. Cut the fruits into bite sized pieces, as desired, for easier eating. You can leave softer fruits like berries whole.
- 2 Drizzle some açai puree over the panna cotta at your discretion. Arrange the cut fruits around the panna cotta randomly then sprinkle your favorite granola on top for texture. Garnish your creation with fresh herbs. Don't be afraid to experiment with different flavors and colors. 🍷

What is an ETF?

An ETF (Exchange-Traded Fund) is like a carton of eggs for investors. Instead of buying individual stocks, an ETF bundles together a collection of holdings, potentially giving investors diversification within a single investment. With the Invesco QQQ ETF, that carton is filled with over 100 of the most innovative eggs listed on the Nasdaq. Just as the eggs in a carton can be used in countless different ways, the companies in the Invesco QQQ ETF have had lasting impacts on countless different industries, including tech, communication, health care and more.



An Investors Dozen

Each company
brings their own
innovative flavor to
Invesco QQQ ETF.



Chef + Culinary Anthropologist

Claudette Zepeda is an award-winning, San Diego-based celebrity chef and culinary entrepreneur. A celebrated culinary anthropologist, Zepeda draws upon 20+ years of experience working in restaurant kitchens, as well as her extensive travels around the world and throughout Mexico that inform her vast knowledge of indigenous ingredients and cross-cultural expressions of cuisine. Zepeda currently oversees creative vision as founder of Chispa Hospitality, including food concepts in Australia and Mexico. Her accolades include a glowing review from *The New York Times*, inclusion on *Esquire's* 2018 and 2021 *Best New Restaurants* list and recognition from *Michelin* on its 2019 *Bib Gourmand* list. Zepeda was named both *Eater San Diego* and *San Diego Union Tribune's* *Chef of the Year* in 2018, and was a James Beard Best Chef: West semifinalist in 2019.

Claudette Zepeda





Outside The Lines

Inspired by:
Microsoft (MSFT)

Grilled Whole Rockfish,
Corn Tortillas, Carrot
Adobo, Serrano Glaze

Recipe by: Claudette Zepeda

Serves 4 Prep Time 30 min. Cook Time 35 min.

Ingredients

Orange Adobo

- 6 dried guajillo chiles
- 5 carrots, peeled, cut in chunks
- 1 yellow onion, cut in chunks
- 2 garlic cloves, smashed
- 3 tbsp Kewpie mayo
- 2 tbsp white distilled vinegar
- salt (to taste)

Green Adobo

- 3 serrano chiles, stemmed and cut in pieces
- 3 cilantro bunches, chopped
- 1 cup spinach
- 3 limes, juiced
- olive oil (use for consistency)

Tortillas

- 1 cup Masienda masa harina
- pinch of salt
- 1 1/4 cups hot water (-100°F or hottest setting on your faucet)

Rockfish

- 3 rockfish - snapper (1-1.5lb whole fish)

Tools

- grill cage
- blender
- molcajete
- tortilla press/grocery bag
- medium pot
- tongs
- spoons - serving/slotted
- utensils
- strainer
- torch
- paint brushes
- squeeze & spray bottles
- linen
- tortillero

This Microsoft-inspired dish lets you say hello to your inner child. Grilled rockfish and homemade tortillas are the canvas for your creativity and carrot adobo glaze is your paint. Just like Microsoft's paint program, which allowed kids and adults alike to embrace their imagination, this dish is meant to be playful, light and fun to make.

Orange Adobo

- 1 To a medium pot over medium-low heat, add the chiles, carrots, onion, garlic and a pinch of salt. Add water until vegetables are covered and cook until carrots soften, roughly 4-5 minutes.
- 2 Transfer contents to a blender and blend on high until it has a smooth, pureed consistency. Strain if needed. Whisk in Kewpie and vinegar, adjusting salt as needed.

Green Adobo

- 1 Blend the Serrano chiles, cilantro, parsley, mint, lime juice and spinach with 1/2 cup of ice water. Blend on high until smooth, drizzling in olive oil if needed. The consistency should be like a smooth puree.

Rockfish

- 1 Butterfly the fish, de-bone and season with salt.
- 2 Place the seasoned fish in an oiled cage and put into a 400°F oven to cook for 5 minutes. Broil skin side up.

(Continued on next page)

Outside The Lines (Cont.)

Tortillas

- 1 Slowly add warm water to the dry masa flour, stirring the masa to incorporate it evenly.
- 2 Knead until the water is evenly incorporated and no dry powdery spots remain. Tortilla masa should be moist to the touch but not tacky (leaving bits of wet masa on your hand and fingers). If it's too wet add a bit more masa, if it's too dry add a bit more water.

Plating

- 1 Grab your sauces and tortillas and get creative with the plating— playing with your food is fun! ©





Creative Plating

If cooking is an art, plating is the gallery showing. The best chefs know you eat with your eyes first, and plating sets the stage for the flavor to follow. From the utensils and tableware to the ingredients and components, textures and colors are arranged with intention and creativity to elevate a dish in ways beyond flavor.

For professional and home chefs alike, creative plating is a medium to express the story of their dish. In the case of Outside The Lines, that story is about embracing and nourishing your inner child. Vibrant sauce colors painted on flame-grilled fish are proof that sometimes it's fun to play with your food. ☺



Fall As They May

Inspired by:
**Qualcomm
(QCOM)**

Tortilla Ribbons with Filet
Carne Asada Tartare, Caviar,
Whipped Avocado Crema

Recipe by: Claudette Zepeda

Serves 4 Prep Time 45 min. Cook Time 10 min.

Ingredients

Tortilla Ribbons

- 12 corn tortillas (store bought), cut into 1/2" strips
- vegetable oil (for frying)

Smoked Filet Tartare

- 6 filet mignon, micro brunoise
- 1 tbsp Yuzu Kosho
- 1 tomatillo, micro brunoise
- 1 Roma tomato, seeded and micro brunoise
- 2 green and white scallions, minced fine
- olive oil (as needed)

Blending Powders

- 1 dried hoja santa leaf
- 1 dried avocado leaf

Avocado Crema

- 3 avocados
- 1/2 cup Kewpie mayo
- 1/4 cup cilantro leaves and stems
- 1/4 cup lime juice
- salt (to taste)

Plating

- 3 oz trout roe (garnish)
- dried edible flowers (garnish)

Tools

- blender
- small bowl
- cheese cloth (for powder bag)
- string (for powder bag)

When it comes to Qualcomm, the chips are the star of the show— and this recipe is no different. An elevated take on a taco shop staple from Chef Claudette's childhood, tortilla ribbons house a tasty smoked filet carne asada. Topped with caviar, cultured cream and whipped avocado, the chips stack together to resemble the classic San Diego architecture that both Qualcomm and Chef Claudette call home.

Tortilla Ribbons

- 1 Cut the corn tortillas into strips and fry in oil until golden brown.

Smoked Filet Carne Asada Tartare

- 1 In a small bowl, combine the steak, tomatillo, tomato, scallions and olive oil (as needed until the ingredients are nicely coated in oil but not swimming in it). Mix well.
- 2 Add Yuzu Kosho and combine thoroughly. Keep cold in the fridge until ready to serve.

Blending Powders

- 1 In a blender, add the hoja santa leaf and blend into a powder, set aside. Add the avocado leaf and blend into a powder, set aside.

Avocado Crema

- 1 In a blender, add the pulp of avocados, cilantro, lime juice, Kewpie mayo and salt to taste. Blend until smooth.

(Continued on next page)

Fall As They May (Cont.)



Green and White Scallions

Tomatillo

Plating

- 1 Serve the Smoked Filet Carne Asada Tartare with the Tortilla Ribbons and Avocado Crema. Top with trout roe and garnish with dried flowers. Dust with avocado and hoja santa leaf powder. ©

Avocado Crema

Tortilla Ribbons

Smoked Filet Carne Asada Tartare

Hoja Santa & Avocado Leaf Powder



Ancestral Energy

Inspired by:
Monster (MNST)

Mango Chia Aguachile,
Onion Ash-Coated Bluefin,
Trout Roe

Recipe by: Claudette Zepeda

Serves 4 Prep Time 45 min. Cook Time 40 min.

Ingredients

Onion Ash

1 yellow onion skin

Aguachile

1 cup lime juice
2 bunches cilantro
2 cucumbers, peeled,
and cut into chunks

Mango Puree

32 oz frozen mango
3 tsp chia seeds

Grapefruit Segments

2 grapefruits

Toasted Ground Coriander

2 tsp fresh
coriander seeds

Bluefin Tuna Slices

12 oz bluefin tuna,
center loin
Onion Ash

Plating

¼ yellow onion,
micro brunoise
2 Fresno chiles,
micro brunoise
10 edible orange
flowers (marigolds,
nasturtium)
2 oz trout roe

Tools

blender
spice grinder or
mortar and pestle
fine-mesh strainer
skillet
whisk
2 small bowls
conch shell (optional)

This is one Monster of a dish. Inspired by both Monster, a titan of the energy drink industry, and the indigenous Tamahumara people of Mexico, whose natural chia-based energy drinks are a cornerstone of both their running culture and natural sciences. Fresh bluefin tuna jumps out against the vibrant, Monster-colored chia aguachile. Dusted with onion ash and topped with trout roe, this dish's ingredients pack the same punch as a can of Monster.

Onion Ash

- 1 Peel the skin off the onion and roast the skin at 475°F for 30-40 minutes, or until blackened and completely charred. If your oven has a fan, place a rack on top of the sheet tray to hold down the skin during cook time.
- 2 Grind the onion skin into a fine powder, setting aside in the bowl.

Aguachile

- 1 Blend ingredients together until smooth, then strain into a bowl using a fine-mesh strainer.

Mango Puree

- 1 Defrost frozen mango slightly and blend until smooth. Whisk into Aguachile. Fold in chia seeds and season with salt to taste. Set aside.

(Continued on next page)



Ancestral Energy (Cont.)

Grapefruit Segments

- 1 Cut the top and bottom off the grapefruit, creating a flat base to work with. Use a knife to cut off the peel, making sure to remove all the bitter white pith. Glide the knife as close to the membrane as possible and make a slit. You should be able to loosen the segments out carefully with a knife.

Toasted Ground Coriander

- 1 Heat a skillet over medium-low. Once hot add the coriander seeds, shaking often as you toast. Toast until fragrant, about 2-3 minutes. Let cool and transfer to a spice grinder or mortar and pestle to crush into a powder.

Bluefin Tuna Slices

- 1 Slice tuna into sashimi slices. Coat each side of the tuna with Onion Ash.

Plating

- 1 Arrange Grapefruit Segments, Bluefin Tuna Slices and trout roe on a large serving dish. Garnish with onion and Fresno chiles, toasted ground coriander and edible orange flowers.
- 2 To impress your guests (or yourself) carefully pour the (now thickened) mango aguachile mixture into a conch shell. Pour mixture from shell onto plate before serving. ©



Photography by Marcos Ferro

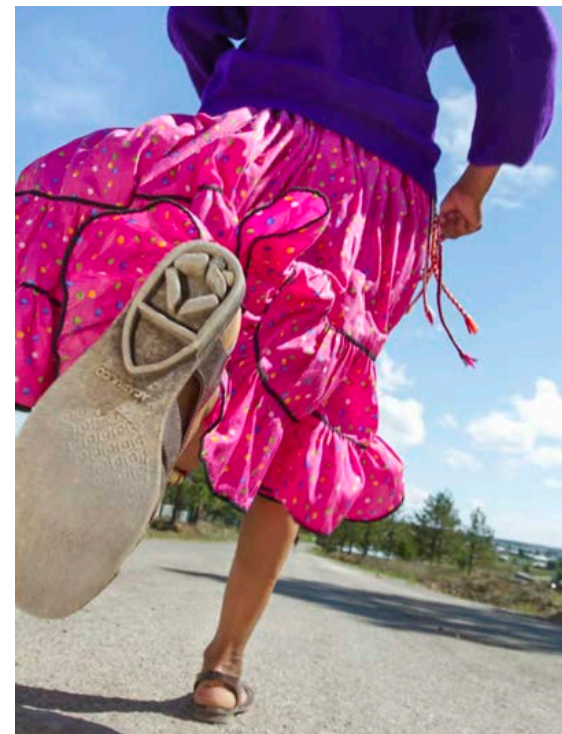
for dependable pack animal use. With miles in between farms— and even individual crop plots— many would find this terrain completely inhospitable. The Rarámuri, however, have made life on two feet a crucial part of their culture. It’s not just for farming and foraging, either. Tarahumara hunters are known to run their prey to exhaustion rather than using bows and arrows. Beyond survival, *Dalahipu* is a major sporting event among the Rarámuri that involves 24 men each covering 2-12 miles while kicking a small wooden ball between their feet. Players will often cross streams, hop fences or climb hills to advance the ball and races can last anywhere from a few hours to days on end. Running is even used to settle disputes between individuals, and sometimes even whole towns, who will elect their best runner to represent them.

For the Rarámuri, nearly every aspect of their daily life is fueled by a simple chia fresca.

It’s no wonder that the Tarahumara have made, quite literally, a name for themselves in the running world. But how can they maintain the levels of energy required to be an elite runner from as young as 5 to as old as 90? The answer is found in the same soil they famously tread on: chia seeds.

These tiny seeds have a storied history of being cherished in indigenous communities across Central America, even being a cherished warrior’s elixir and ceremonial offering to gods in Aztec culture. For the Rarámuri, nearly every aspect of their daily life is fueled by a simple chia fresca, a mixture of water and chia seeds with optional honey or lime, that have the same energizing vitamin composition as some of the most popular energy drinks. Letting the seeds soak in water for a small period of time helps activate a plethora of naturally energizing vitamins and minerals; including omega-3s, omega-6s, calcium, iron, fiber, zinc and multiple kinds of Vitamin B. In Chef Claudette’s Ancestral Energy, chia fresca is a vibrant sauce that ties the dish together with color, texture and flavor, as well as its famous energizing abilities.

However it is used, chia fresca shows that innovation requires a deep understanding and observation of the world, whether in cutting-edge tech or prehistoric seeds. ☺



Ancient Innovations

In the high broken plateaus and deep gorges of Mexico’s Sierra Madre Occidental, the indigenous Tarahumara tribe have garnered a legacy as some of the best runners in the world. From crop harvesting to settling disputes, the Rarámuri, a self-referential term roughly translating to “those who walk well,” have woven running into nearly every aspect of life. But just how far does their running culture go?

The Tarahumara are one of the few indigenous

tribes in North America who’ve preserved the majority of their traditions and lifestyles despite three and a half centuries of modernization throughout the region. Their impressive cultural preservation is in no small part due to the extreme terrain of the Sierra Madre mountain range they call home.

The mountainous terrain, which rapidly shifts from desert to river to gorges and nearly everything in between, has an altitude too high



A Tasty Mirage

Inspired by:
Warner Bros. Discovery (WBD)

“Carrot” Croquette, Onion Bhaji Tumbleweeds, Seared Duck Breast with Demi-Glace, Coffee Cascara

Recipe by: Claudette Zepeda

Serves 4 Prep Time 4 hr. (overnight cure) Cook Time 4-5 hr.

Ingredients

- | | |
|---|---|
| Overnight Cured Duck | Tumbleweed Onion Bhaji |
| 6 duck breasts | 2 cups yellow onion, julienned |
| salt (to heavily cover) | 1 cup garbanzo flour |
| “Carrot” Croquettes | 2 serrano chiles, minced |
| 6 tbsp salted butter | 1 tsp ginger, microplaned |
| ½ small yellow onion, minced | 2 tbsp cilantro leaves, minced |
| 3 garlic cloves, minced | ¼ tsp asafoetida |
| 2 cups carrots, finely grated | 2 tbsp rice flour |
| ½ tsp salt | ¼ tsp turmeric |
| ½ tsp ground coriander | ¾ tsp salt |
| ½ tsp ground cumin | ½ tsp ajwain seeds (optional) |
| 1 tsp urfa pepper | vegetable oil (for frying) |
| 3 tbsp all-purpose flour | “Soil” |
| 1 cup milk | 150 g molasses bread, dried out and toasted |
| 2 tbsp parsley, minced | 1 tsp instant coffee |
| 3 eggs, yolk and white separated | 2 tsp Chinese five spice |
| 3 tbsp water | 500 g almond flour, toasted |
| 1½ cups Goldfish or Cheez-Its crackers, finely ground for breading (save some for after frying) | 150 g black olives |
| | 5 g onion ash |
| | 5 g salt |

Appease your inner rabbit and bring duck season to your dinner table with this Warner Bros. Discovery-inspired dish. Watching Warner Brothers cartoons was a household ritual for Chef Claudette’s family, and helped them learn English as they immigrated to the States, thus sparking the inspiration for this dish. Onion bhaji tumbleweeds set the stage for wily hijinks as “carrot” croquettes sprout from chocolate coffee-based “soil.” Finishing off with a seared duck breast smoked in coffee cascara and topped with a duck demi-glace, this tasty mirage is a well-rounded reminder of childhood whimsy.

Overnight Cured Duck

- Score duck breast into small squares and massage salt into the skin. Allow to rest uncovered overnight (or around 8 hours).

“Carrot” Croquettes

- Melt 4 tablespoons of butter in a large pan over medium-high heat and add onion, garlic, carrot and spices. Sauté until the vegetables are soft and translucent, then add the remaining 2 tablespoons of butter. When the butter has melted, stir in the flour, coating the vegetables well.
- Remove the pan from the stove and mix in the milk and parsley. Return the pot to the stove on medium-low heat and cook the mixture, stirring constantly until thickened.

(Continued on next page)

A Tasty Mirage (Cont.)

- 3 Separate egg yolks and whites, placing the egg whites in a bowl with cover. Store in the refrigerator until needed.
- 4 Add the egg yolks to the mixture and stir until the mixture bubbles. Spread the carrot mixture evenly on a baking sheet. Cover and chill. Once chilled, divide the cooled carrot mixture into 14 logs and roll into carrot shapes.
- 5 Froth the egg whites and bread the croquettes by dredging in the egg white and coating evenly in the finely-ground cheese crackers.
- 6 Sprinkle with salt.

Tumbleweed Onion Bhaji

- 1 Place all the batter ingredients in a large bowl and mix with your hand. Massage the onions with your fingers while mixing so they release their moisture. You can let the mixture stand for 5-10 minutes, which gives the onions more time to release their moisture. If needed, add 1-2 tablespoons of water. You want a clumpy mixture to form (not a runny mixture).
- 2 Heat vegetable oil in a large frying pan (kadhai) over medium to high heat until it reaches 300°F. Once the oil is hot, lower the heat to medium.
- 3 Use a small scoop (or your fingers) and drop the pakoras in the oil. Fry in batches of 4-6 to not over crowd the pan. Cook several minutes per side until the pakoras are golden brown. Turn the pakoras to make sure they cook evenly.

Smoked Duck Breasts

- 1 Smoke duck in bamboo baskets with whole cinnamon, star anise, allspice and ginger. Choose a pot that fits the bamboo basket steamer ring and fill with water.
- 2 Line the bottom layer of the steaming basket with parchment paper and add your smoking spices. Add the second layer of the bamboo steamer basket and line with parchment, laying the duck breast in one layer.
- 3 Cover with the bamboo steamer lid and place the bamboo steamer over the stainless steel steamer ring over the pot. Turn on the stove and smoke the duck breast for 3-4 hours. Add water as necessary.

Seared Duck Breast

- 1 Lightly coat pan with oil and set on medium heat. Sear the smoked duck skin side down for 5-6 minutes until the skin is crisp and golden, then flip the breast and continue to cook for another 8-10 minutes if you want it medium-rare, or longer if you want it cooked more.
- 2 Let the duck rest for 5 minutes before slicing it to serve.

“Soil”

- 1 Preheat the oven to 200°F.
- 2 Spread black olives in an oven-safe dish. Place in the oven and take out once dry. Use a food processor to pulse together all “Soil” ingredients until a soil texture is achieved.

Plating

- 1 Before plating, use carrot tops to garnish “Carrot” Croquettes to look like mini carrots. Warm up the demi-glace sauce in a sauce pan on medium-low heat for a few minutes.
- 2 Place small piles of “Soil” on the plate and top with “Carrot” Croquettes to give the appearance of a growing carrot. Add Tumbleweed Onion Bhaji and seared duck breast, finishing with a demi-glace drizzle. ☺

Inked Identity

Creativity and art are in everything Chef Claudette does— and the colorful tattoos painted across her arms are no exception. Not every tattoo has a meaning, but the memories locked inside the ink are meaningful enough. Some of the more impulsive ones are fond reminders of her life of travel, from Mexico City to Belize. Others, however, have layered meanings that mimic the thoughtful creativity she puts into her work and home life.

Rolling up the sleeve on her left arm, she reveals a simple but large portrait piece of Frida Kahlo. Underneath, “Viva La Vida Frida Kahlo 1954” is signed in a striking red, a reference to the last painting she completed before she died in 1954, the same year Claudette’s mom was born. The blue corn in Frida’s hand is explained simply; “Of course, somos de maiz. We are of corn, in Mexico.” She goes on to explain that her charity, Vida, which helps Mexican women support their families without sacrificing safety, was named at least in part because of the beloved painting.

Turning that same arm, she displays another large tattoo, “You Get What You Give,” scripted across her inner bicep. It’s her personal favorite of all the ink on her body, and a life motto she’s always carried with her, and now always will. ☺

“Some people want to look like others, I want the exact opposite. And my tattoos help me get there.” —Claudette Zepeda



i'm- POSSIBLE

Inspired by:
PayPal
(PYPL)

Flan Custard,
Chocolate Cake,
Caramel Sauce

Recipe by: Claudette Zepeda

Serves 4 Prep Time 30 min. Cook Time 40 min.

Ingredients

Caramel

- 1 cup sugar
- 2 tbsp corn syrup
- ½ cup water

Flan Batter

- 1 can evaporated milk
- 1 can condensed milk
- 5 eggs
- 1 vanilla bean (or 1 tbsp extract)
- 4 oz cream cheese
- 1 tonka bean, microplaned

Cake Batter

- 276 g all-purpose flour
- 85 g Dutch processed cocoa powder
- 2 tsp baking powder
- 112 g salted butter
- 120 ml vegetable oil
- 450 g dark brown sugar
- 1½ tsp vanilla extract
- 2 eggs
- 115 g sour cream
- 120 ml milk
- 240 ml coffee

- 1 tsp Chinese five spice

Tools

- mini bundt mold pans
- medium pot
- stand mixer
- 2 medium bowls
- whisk
- spatula
- strainer
- brush
- scoop or ladle
- tin foil
- toothpicks

PayPal helped people like Chef Claudette do what they thought was impossible— venture out into their own business. Inspired by Chef Claudette’s first entrepreneurial experience, this take on choco-flan may seem daunting, but is as rewarding and impressive as its inspiration. Flan and chocolate cake are a seemingly impossible marriage of two cultural classics— a symbol of who Chef Claudette is.

Preparation

- 1 Preheat oven to 350°F.
- 2 Grease bundt mold pans with butter or nonstick spray. Prepare the water bath by adding water to the roasting pan and placing molds into the pan.

Caramel

- 1 Heat water, sugar and corn syrup in a medium pot over medium-high heat. Leave alone, without stirring, until the sugar begins to melt.
- 2 Once it’s a deep amber color, pour into flan molds. Quickly but carefully swirl the caramel around to coat the entire surface as the caramel hardens as it cools down. Be sure to place molds back into the water bath.

Flan Batter

- 1 Blend all ingredients together, strain and set aside.

(Continued on next page)

i'mPOSSIBLE (Cont.)

Cake Batter

- 1 In two separate medium bowls, sift together dry ingredients and combine the wet ingredients. Set both bowls aside.
- 2 Using a mixer, cream together the brown sugar and butter on medium speed for about 3-5 minutes. Add the eggs into the butter mixture and blend together carefully on low speed.
- 3 When blended, pour dry ingredients into wet in 3 rounds, mixing on a low speed. Occasionally scrape down the sides of the bowl until all dry ingredients are fully incorporated.

Combining the Batter

- 1 With scoop or ladle, portion cake batter evenly into each pan, filling around $\frac{1}{4}$ way up.
- 2 In one area of the pan, pour flan batter steadily into cake batter. Be careful when filling and transitioning molds into the oven not to shake too much or the batters will mix.
- 3 Cover the mold with foil that's been sprayed with nonstick spray. Cook covered for 30 minutes, then remove foil and cook an additional 25 minutes. Check with a toothpick. If the toothpick doesn't come out clean, check again every 5 minutes after that until the toothpick comes out clean.

Plating

- 1 When cool enough, flip bundts out of the bundt pans and place onto a plate. Pour caramel sauce on top of bundts and enjoy! ©

“I don't like to think of it as breaking generational curses. For me, it's about creating generational blessings.”

—Claudette Zepeda



Kristen Kish



Chef + TV Host

Kristen Kish is a chef, author and the Emmy-nominated host of *Top Chef*. After culinary school, she spent a decade in Boston honing her skills at several high profile restaurants, ultimately becoming the Chef de Cuisine at a Relais & Chateaux property. Today, Kish is a Chef and Partner of Arlo Grey in Austin, Texas.

Photography by Jonathan Dee



The Rice Connection

Inspired by:
**Cisco
(CSCO)**

Crispy Rice,
Egg Yolk Custard,
Crab, Bacon



Recipe by: Kristen Kish

Serves 4 Prep Time 20 min. Cook Time 5 hr.

Ingredients

Crispy Rice

- 2 cups sushi rice
- 3 cups water
- 1 tbsp rice vinegar
- kosher salt (to taste)

Egg Yolk Custard

- 12 egg yolks
- 8 tbsp clarified butter or ghee
- 8 oz jumbo lump crab meat
- 4 oz bacon lardons, rendered until crispy
- white pepper (to taste)

Plating

- 4 lemon wedges
- 3 scallions, green part only cut on an angle, soaked in ice water
- 12 sprigs of cilantro, 2 inches of stem left on
- freshly ground black pepper (to taste)

Tools

- half-pint deli cups or ring molds
- immersion circulator
- vacuum sealer
- mandolin
- sauté pan

Inspired by Cisco's innovative communications technology that keeps us all connected, The Rice Connection is further proof of the incredible things that happen when cultures come together. For Chef Kristen, nothing ties the world's culinary cultures together like rice. Molded crispy rice serves as the base for this dish as it soaks in flavors from lump crab and rendered bacon. With a jammy egg yolk custard to top it all off, The Rice Connection is a beautifully innovative marriage of textures, flavors and cultures.

Crispy Rice

- 1 Cook rice using a rice cooker according to package directions.
- 2 Once cooked and cool enough to handle (but not cold), divide cooked rice into four lightly sprayed half-pint deli cups or ring molds, pressing evenly. If you don't have ring molds or deli cups, free form patties with your hands slightly dampened with water. Cover and refrigerate until ready to serve.

Egg Yolk Custard

- 1 With an immersion circulator, bring a water bath to 147°F.
- 2 In a bowl, whisk to combine egg yolks and white pepper, taking care not to incorporate air. Transfer mixture to a vacuum seal bag and seal using vacuum sealer.

(Continued on next page)

The Rice Connection (Cont.)



3 Add sealed mixture to the water bath and cook for 5 hours, massaging every 30 minutes to ensure even cooking. The mixture is done when it firmly holds its shape while being pressed.

4 Once done, submerge in an ice bath and refrigerate until ready to serve.

Plating

1 Submerge the egg custard in the water bath until warm.

2 Over medium-high heat, add enough clarified butter (not all set aside) to pool slightly in the bottom of a sauté pan. Add rice cakes and season with salt.

3 Cook on one side until rice is crisped and the kernels are slightly puffed and golden. Baste some butter a few times over the visible part of the rice.

4 In a separate sauté pan, heat a little more clarified butter. Add the crisped rice cake back and cook until warmed through, about 2 minutes.

5 Spoon the crab and bacon between 4 bowls. Place a crispy rice cake crispy side up on top.

6 Garnish with a dollop of egg yolk custard, cucumbers, cilantro sprigs, fresh black pepper and scallions. Place a lemon wedge on the side. ©







Crumbs & Caviar

Inspired by:
PepsiCo
(PEP)

Caramelized Onion Dip,
Potato Chips, Caviar

Recipe by: Kristen Kish

Serves 6-8 Prep Time 15 min. Cook Time 1 hr. 10 min.

Ingredients

Onion Dip

- 2 large parsnips, peeled and largely diced
- 2 tbsp grapeseed or other neutral oil
- kosher salt (to taste)
- fresh black pepper (to taste)

- 2 large yellow onions, halved and sliced

- 1/3 cup mascarpone cheese

- 1-2 tbsp water

- 1/4 cup crème fraîche

- 1 tbsp whole-grain mustard

- 2 tbsp chopped chives

- 1 lemon, zested

Chips

- 2 lbs russet potatoes

- 1/2 tsp baking soda

- 2 quarts water

- canola oil (for frying)

- fine sea salt (to taste)

- fresh black pepper (to taste)

Plating

- black sturgeon caviar

Tools

- large skillet

- blender

- mixing bowl

- serving dish

- large pot

Sometimes even the smallest traditions can be just as innovative as invention. Inspired by the innovative pantry collection of PepsiCo, which produces some of the most well-known snacks, Crumbs & Caviar turns the American staple of potato chips and French onion dip on its head. Caviar adds an elevated and decadent layer to the rich savoriness of homemade French onion dip and crispy potato chips. Coupled with the crumb collection method of Chef Kristen's grandmother, Crumbs & Caviar brings innovation to low-key snacking.

Onion Dip

- 1 Preheat the oven to 400°F.
- 2 Heat 1-2 tablespoons of grapeseed oil in a large skillet over medium-high heat, until it begins to shimmer. Add the onions and a pinch of salt, sweating them until the liquid begins to cook out and the onions are tender. Reduce heat to low and slowly caramelize, stirring occasionally, until dark amber in color, about 40 minutes to 1 hour. Let cool slightly.
- 3 Once cooled, transfer onions to a cutting board and chop until you have about a half cup. Set aside.
- 4 Toss parsnips in oil and season with salt. Roast in the oven until very tender, about 20-25 minutes. Remove from the oven and set aside to cool slightly.
- 5 While the parsnips are still warm, add to a blender with mascarpone and water and blend on high until smooth.

(Continued on next page)



Crumbs & Caviar (Cont.)



6 Scoop mixture into a bowl and fold in the onions, crème fraîche, lemon zest and mustard. Season with salt and pepper to taste. Cover and chill in the refrigerator until ready to use.

Chips

- 1** In a large bowl, combine the water and baking soda.
- 2** Carefully slice potatoes on a mandolin lengthwise, and add to the baking soda mixture. Let soak for about an hour.
- 3** Bring oil to 350°F in a large pot.

4 Remove the sliced potatoes from the water and pat very dry, working in batches if necessary. Fry the potatoes until deeply golden brown, 2-3 minutes per batch. Season with fine sea salt and freshly ground black pepper.

Plating

- 1** Transfer the onion dip to a serving dish and top with the chives. Serve with a generous portion of caviar and the potato chips. 🍴

(KRISTEN KISH'S)
**Grandmother's
Method**

STEP 1: Take spoon and
get a scoop of dip.

STEP 2: Take chip bag with
crumbs at the bottom.

STEP 3: Reach spoon
into bag and push spoon
into the chip crumbs
until covered.

STEP 4: Enjoy (and repeat)!





Food Processor

Inspired by:
**Intel
(INTC)**

Homemade Pasta,
Vegetable Bolognese,
Whipped Goat Cheese

Recipe by: Kristen Kish

Serves 4-6 Prep Time 1 hr. 40 min. Cook Time 45 min.

Ingredients

Bolognese

- ¼ cup olive oil (more if needed)
- 1 small red onion, diced
- 1 lb shiitake mushrooms
- 1 large white sweet potato, peeled
- 1 tbsp garlic, finely minced
- 1 tbsp tomato paste
- ½ cup dry white wine
- 3 medium carrots
- 1 sprig fresh rosemary, finely chopped (sub 1 tsp dried)
- 2 tsp fresh thyme, finely chopped (sub 1 tsp dried)
- 3 Roma tomatoes, blended
- 1½ cups water (more if needed)
- 3 sprigs of basil
- ½ cup Parmesan cheese, grated
- kosher salt (to taste)
- black pepper (to taste)
- chili flakes (to taste)

red wine vinegar (to taste)

Rigatoni

- 8 large egg yolks
 - 2 large whole eggs
 - 2 tbsp butter
 - semolina flour (for coating pasta)
 - 2 cups all-purpose flour (more if needed)
 - ½ cup Parmesan cheese
- ### Plating
- 4 oz goat cheese
 - basil leaves (garnish)
 - pinch of salt

Tools

- food processor with shredding attachment
- pasta extruder (rigatoni)
- large Dutch oven

Give yourself and your chef's knife a night off with Food Processor. Just like Intel's processing chips, which have made complex tasks faster across all industries, this dish lets you kick back a bit and enjoy a homemade Bolognese pasta with just a few button presses. Goat cheese melts into a hearty vegetable Bolognese and gives a rich coating of flavor to the homemade pasta, making every bite an elevated take on a dinnertime staple from Chef Kristen's childhood.

Bolognese

- Using a food processor with the shredding attachment, separately shred the mushrooms, carrots and sweet potatoes, keeping them separate after shredding.
 - Place a large Dutch oven over medium-high heat with the olive oil. Add the red onions, seasoning with salt and cook for 1-2 minutes until translucent.
 - Once onions are translucent, add the mushrooms and stir, allowing them to cook for 2-4 minutes. The sizzling is water being cooked out of the mushrooms.
 - Add the minced garlic and stir thoroughly, preventing the garlic from burning. Cook for another 5 minutes as the onions continue to caramelize and the mushrooms cook down.
 - Add the rosemary and thyme. Make a small well in the middle of the pot, add the tomato paste in the center of the well and cook it in oil (if you do not see oil in the well, add a little before adding tomato paste). Cook for another few minutes until caramelized, stirring constantly.
- (Continued on next page)

Food Processor (Cont.)



- 6 Add the carrots and stir to combine. If vegetables begin to stick to the pan, add a touch more oil and continue cooking for a few minutes.
- 7 Add the sweet potato and stir to combine. Add the white wine and continue cooking until the wine is gone. Add blended tomatoes and reduce slightly, about 1-2 minutes.
- 8 Add the basil and water to the pot, enough to cover the vegetables. Add salt and chili flakes to taste. Add Parmesan cheese and simmer for another 20-30 minutes, cooking the vegetables so they still have a nice bite. If the sauce sticks to the bottom, add a little water as the sauce simmers. The sauce should have a chili-like consistency when finished.
- 9 Add 1-2 teaspoons of vinegar to taste.

Rigatoni

- 1 Add the egg yolks and whole eggs to a food processor fitted with the blade attachment. Pulse to combine. Add all-purpose flour and pulse until combined, stopping to scrape down the sides as needed. Pulse until a homogeneous mixture has formed. Tilt the mixture onto a clean work surface and knead until smooth. Wrap the dough in plastic and refrigerate for 30 minutes to 1 hour to rest.
- 2 Using a pasta extruder with a rigatoni attachment, extrude the pasta into rigatoni shapes, tossing in semolina flour as needed to prevent sticking.
- 3 When ready, cook pasta until al dente. Transfer to a large sauté pan with a generous amount of Bolognese. Add butter and Parmesan cheese.

Plating

- 1 Using a food processor with the blade attachment, blend the goat cheese and a pinch of salt until smooth. Add a scoop of goat cheese to each bowl.
- 2 Arrange sauced pasta around the goat cheese. Garnish with additional cheese and torn basil leaves. ©



Salt Your Pasta Water

The key to well seasoned pasta starts in the boiling water.

Yes, you can make homemade rigatoni in a food processor.



1 Add the egg yolks and whole eggs to a food processor fitted with the blade attachment. Pulse to combine. Add all-purpose flour and pulse until combined, scraping down the sides as needed.



2 Once a homogeneous mixture has been achieved, tilt the mixture onto a clean work surface and knead until smooth. Wrap the dough in plastic and refrigerate for 30 minutes to 1 hour to rest.



3 Using a pasta extruder with a rigatoni attachment, extrude the pasta into rigatoni shapes, tossing in semolina flour as needed to prevent sticking.



4 When ready, cook pasta until al dente. Transfer to a large sauté pan with a generous amount of sauce of your choosing. Add butter and Parmesan.



That Phyllo Feeling

Inspired by:
**Meta
(META)**

Baked Apple Phyllo Tart, Caramel Sauce,
Liquid Nitrogen Vanilla Ice Cream

Recipe by: Kristen Kish

Serves 6-8 Prep Time 30 min. Cook Time 1 hr.

Ingredients

Apple Caramel Tart

- 6 sheets phyllo dough, cut in half
- 12 tbsp unsalted butter, divided as 4 tbsp and 8 tbsp, cut into 1 tbsp pieces for melting
- $\frac{3}{4}$ cup light brown sugar, lightly packed
- $\frac{1}{2}$ cup heavy cream, room temperature
- $\frac{1}{2}$ tsp vanilla extract
- $\frac{1}{4}$ tsp flaked sea salt
- 5 Granny Smith apples, peeled, cored, quartered and sliced into $\frac{1}{8}$ " thick slices and tossed with $\frac{1}{2}$ tbsp lemon juice

Liquid Nitrogen Ice Cream

- 1 $\frac{1}{2}$ cups heavy cream
- 1 $\frac{1}{2}$ cups whole milk
- 5 egg yolks
- 1 vanilla bean, scraped (save pod)
- 1 pinch of salt
- 3 liters of liquid nitrogen

Plating

- 1 tbsp powdered sugar

Tools

- liquid nitrogen canister
- stand mixer
- small saucepan
- 7-inch wide, 2-inch tall cake pan
- pastry brush
- whisk

The sizzling of whisking a piping hot caramel, the thumping of a stand mixer as it trudges through nitrogen-frozen vanilla ice cream, the crunch of a finished phyllo crust. You eat with your eyes, but in this recipe, you'll cook with your ears. First coined in a Facebook group, Autonomous Sensory Meridian Response (ASMR) and viral experimentations with sound are among the social media and tech innovations that Meta's played a role in. A rich caramel sauce coats freshly tart apples as they sit nestled in delicate layers of phyllo. Finished off with liquid nitrogen-made vanilla ice cream and a drizzle more of sweet caramel, That Phyllo Feeling is an innovative slice of home.

Apple Caramel Tart

- 1 Preheat the oven to 325°F.
- 2 In a small saucepan over medium-low heat, gently melt 4 tablespoons of butter. Add brown sugar and whisk to combine. Increase heat to medium-high and continue whisking until mixture begins bubbling. Continue cooking until sugar dissolves, about 2-3 minutes. Carefully and slowly add heavy cream. Whisk together to form sauce. Reduce heat to low. Add vanilla extract and sea salt. Simmer, allowing salt to dissolve, about 1-2 minutes. Remove from heat and cool slightly.
- 3 Pour $\frac{1}{2}$ sauce (about $\frac{1}{2}$ cup) over the apples. Toss to combine.

(Continued on next page)

That Phyllo Feeling (Cont.)



“Not only do we eat with our eyes, our taste buds, but we also listen to the process of cooking.”

—Kristen Kish

- 4 Melt the remaining 8 tablespoons of butter. Lightly brush a 7-inch wide, 2-inch tall cake pan with butter. Add half a sheet of phyllo and press gently to fit into the cake pan, allowing phyllo to overhang. Brush lightly with butter. Repeat with another sheet of phyllo. Brush lightly with butter and add $\frac{1}{4}$ of apple mixture. Repeat the process two more times, until the apple mixture is fully used.
- 5 Fold the overhanging phyllo on top of the tart. Gently crumple the last two half-sheets of phyllo and arrange on top so the surface of the tart is covered in crumpled phyllo. Brush top with butter.

Liquid Nitrogen Ice Cream

- 1 Bring cream and milk to a boil with vanilla seeds, vanilla pod and salt.
- 2 Whisk together egg yolks and sugar until light and airy.
- 3 Temper eggs by slowly pouring a small portion of hot mixture into eggs, whisking as you add. Pour the eggs into the saucepan on low heat, bringing it to a nappe consistency (just thick enough to coat the back of a spoon), stirring constantly.
- 4 Immediately strain mixture into a fine-mesh strainer over a bowl resting in an ice bath. Put mixture into an airtight container in the freezer until completely chilled, preferably overnight.
- 5 After chilling, put the custard base into a stand mixer with a paddle attachment. Carefully pour liquid nitrogen in until a creamy soft serve consistency is achieved. Then add more liquid nitrogen until frozen to desired consistency, similar to a firm soft serve.

Note: You may not need all the liquid nitrogen. Transfer to the freezer until ready to serve.

Plating

- 1 Dust the top of the tart with powdered sugar. Cut and serve slices with remaining caramel sauce and scoop of ice cream. ©



The Cloud

Inspired by:
**Adobe
(ADBE)**

Pavlova, Pistachio Cream,
Vanilla Cream, Raspberries

Recipe by: Kristen Kish

Serves 10-12 Prep Time 30 min. Cook Time 3 hr. 45 min.

Ingredients

Meringue

- 6 egg whites, room temperature
- 1½ cups castor sugar
- 3 tsp cornstarch
- 2 tsp white vinegar
- 1 tsp vanilla bean paste

Pistachio Mousse

- 1 cup heavy cream
- 1 cup unsweetened soy milk
- 1 tbsp pistachio paste
- 2 sheets gelatin, bloomed
- 1 tsp rose water
- kosher salt (to taste)

Plating

- Meringue
- Pistachio Mousse
- 2 tbsp powdered sugar
- 3 cups unsweetened whipped cream
- 2 pints raspberries
- 20 small gold leaf squares

Tools

- mixer with whisk attachment
- iSi nitro (whipped cream dispenser)
- iSi nitrous oxide charger
- sheet tray
- small pot
- immersion blender

This innovative spin on a classic pavlova will send your tastebuds sky-high. This dish is inspired by Adobe, whose suite lets you pull creativity and innovation from anywhere you can find it. For Chef Kristen and The Cloud, that inspiration includes an Australian river with her wife and a sweet pavlova. Fresh raspberries rest atop pistachio whipped cream in this innovative spin on the classic meringue dessert. Finished off with flakes of gold leaf, The Cloud is an edible work of art.

Meringue

- 1 Preheat the oven to 300°F.
- 2 To a mixer with a whisk attachment, add egg whites. Start on medium speed and allow whites to get frothy. Add in sugar a few tablespoons at a time until incorporated. Increase speed to high and whip to medium peaks.
- 3 Add cornstarch and whip until combined. Add vinegar and vanilla, continuing to whip until stiff peaks form. Be sure not to overwhip.
- 4 Prepare a sheet tray with parchment paper, lightly coating with nonstick spray. Spoon the meringue onto the tray, making a round shape approx. 10 inches in diameter.
- 5 Place meringue in oven and bake for 10 minutes. Change oven temperature to 250°F and continue baking for 1 hour 30 minutes. Turn off the oven, without opening the door, and let sit for another 2 hours.
- 6 Remove meringue and let sit at room temperature in a low-humidity place until ready to serve.



Pistachio Mousse

- 1 In a small pot, gently heat cream and soy milk. Add pistachio paste, rose water and salt, blending until smooth with an immersion blender. Add kosher salt to taste.
- 2 Add in gelatin and whisk by hand until fully melted. Strain, then transfer to a refrigerator to chill completely.

Plating

- 1 Place pistachio mousse into an iSi with a nitrous oxide charger. Charge 1-2 times or until liquid disperses as a mousse-like texture.
- 2 Dust the meringue with powdered sugar. Pipe dollops of the pistachio mousse onto the meringue, followed by the whipped cream.
- 3 Garnish with raspberries and gold leaf. Serve immediately. 🍷



Jean-Georges Vongerichten



Chef + Global Restaurateur

Jean-Georges Vongerichten, one of the world's most renowned chefs, operates over 60 restaurants globally, blending his classical French training with vibrant Asian flavors. Known for revolutionizing contemporary cuisine by emphasizing vegetable juices, fruit essences and light broths, he has also authored several acclaimed cookbooks, including the James Beard Award-winning *Cooking at Home with a Four Star Chef*. The Tin Building, one of his most recent projects, not only innovated one of New York City's most iconic landmarks, but revitalized an entire neighborhood around his cuisine.



Sungold Pizza

Inspired by:
**Constellation
Energy
(CEG)**

Squash Blossom
Sungold Tomato Pizza

Recipe by: Jean-Georges Vongerichten

Serves 1-2 Prep Time 20 min. Cook Time 5 min.

Ingredients

Sungold Sauce

- 10 tbsp extra virgin olive oil (EVOO)
- 2 cloves garlic, germ removed, microplaned
- 1 tsp sea salt
- 4 cups Sungold tomatoes

Pizza Assembly

- 1 serving of pizza dough
- 2 tsp extra virgin olive oil (EVOO)
- ¼ cup Sungold sauce
- 4 tsp ricotta cheese
- 3 large squash blossoms, stamen and stem removed
- 2 tbsp assorted market squash, sliced thin (green, goldbar striped and patty pan preferred)
- 4½ tsp mozzarella cheese

Plating

- 1 summer or winter black truffle (optional)
- 1 lemon, zested
- high-quality sea salt (to finish)
- chili flakes (to finish)

Tools

- blender (Vitamix if possible)
- ladle
- pizza pan
- pizza wheel/cutter

Inspired by Constellation Energy, one of the leaders in alternative and clean energy innovations, this is a pizza powered by the sun. Shimmering Sungold tomato sauce flickers underneath streaking rays of delicate squash blossoms and market squash, anchored down by the cool creaminess of fresh ricotta and mozzarella. Topped with shaved black truffle and chili flakes, Sungold Pizza is an edible work of art seemingly plucked straight from an impressionist painting.

Sungold Sauce

- 1 In a Vitamix blender, add the olive oil, garlic, salt and tomatoes and blend on high until emulsified and smooth.

Pizza Assembly

- 1 Make the pizza dough using your preferred recipe. Stretch the dough and drizzle with EVOO.
- 2 Ladle the Sungold sauce in the center and spread outwards in a circular motion. Add 8 dollops of ricotta evenly around. Cover the entire surface of the pizza with squash slices then butterflied squash blossoms (top of flower facing outwards). Sprinkle mozzarella over the pie evenly.
- 3 Bake at 400°F until done, about 5 minutes.

Plating

- 1 Remove the pizza from the oven and lightly season with Maldon sea salt and red chili flakes and olive oil to shine. Finish with a microplaned slice of fresh summer (or winter) black truffle (optional) and lemon zest. ☺





Pepper Lobster

Inspired by:
**Keurig Dr. Pepper
(KDP)**

Four Pepper
Kombu Lobster Stir Fry

Recipe by: Jean-Georges Vongerichten

Serves 1 Prep Time 30 min. Cook Time 10 min.

Ingredients

Kombu Brine

- 1 liter water
- 50 g or 5 sheets of kombu
- ¼ cup of salt

Seasoning Mix

- 1 cup Kombu Brine
- 1 cup soy sauce
- 5½ tbsp oyster sauce

Marinade

- 2 cups lite soy sauce
- 1 clove of garlic, germ removed
- 6½ tbsp fresh ginger, peeled and sliced ¼ inch thick
- 2¼ tsp Sichuan peppercorn, finely ground

Lobster

- 1½ lb lobster, removed from shell
- 1 tbsp Marinade flour (for dredging)

Stir Fry

- 2 tbsp chili oil
 - ¼ tsp Sichuan peppercorn
 - 1 clove garlic, germ removed, sliced 3 mm thick
 - ½ medium sized onion, diced into 1½ inch pieces
 - 10 g red finger chili, seeded, sliced into 2 mm thick rondelles
 - 1 tbsp Seasoning Mix
- ### Plating
- 1 green scallion, sliced thin
 - 2 tsp toasted sesame seeds

Tools

- large pot
- blender
- wok

Just as Keurig Dr. Pepper continues to innovate with new flavors, Pepper Lobster is a richly layered explosion of taste. Beautifully tender Maine lobster soaks up the rich umami of the kombu-soy brine and earthy heat of Sichuan marinade before being stir-fried with dried and fresh peppers alike. Four different kinds of chillies and peppers open your palate as you cook, allowing all the layered heat and flavors to shine. Finished off with fresh scallions and toasted sesame seeds, this recipe is a love letter to pepper—in all its forms.

Kombu Brine

- 1 Place water and kombu in a pot on the stove and bring to a boil. Once boiling, add the salt and stir until it dissolves. Let the brine cool and set it aside in the fridge until needed.

Seasoning Mix

- 1 Combine in a bowl and mix well. Set aside in the fridge.

Marinade

- 1 Place all ingredients in a blender and blend together until smooth. Set the marinade aside.

(Continued on next page)

Pepper Lobster (Cont.)

Lobster

- 1 Place the lobster meat in a small mixing bowl and pour the marinade over top. Toss to coat the lobster evenly and set aside for at least 5 minutes. After marinating, dredge the lobster through the flour, tossing to coat evenly. Shake off excess and set aside to fry.
- 2 Heat the oil in a pot and fry the lobster until golden brown. Remove from oil and set aside on a cooling rack with a towel-lined tray underneath. Set aside.

Stir Fry

- 1 In a wok, combine the chili oil and Sichuan pepper and heat until fragrant.
- 2 Add the garlic, onion and red finger chili peppers. Proceed to stir fry until the onions slightly char, tossing or stirring often.
- 3 Add the lobster and seasoning mix and continue to stir fry until dry. Add the dried chillies and mix well.

Plating

- 1 Spoon into a bowl and sprinkle with scallions and sesame seeds. ©





Don't Blend Too Much!

Light pulses give the patty a thicker, burger-like texture.

The Market Burger

Inspired by:
**Costco
(COST)**

Shrimp Burger,
Ginger Lime Mayo

Recipe by: Jean-Georges Vongerichten

Serves 1 Prep Time 35 min. Cook Time 20 min.

Ingredients

Mayo Base

- 1 cup Kewpie mayo
- 2½ tbsp fresh lime juice
- 6½ tbsp fresh ginger, grated on medium grater side
- 3 tbsp Sriracha
- 6 tbsp scallions, sliced very thin

Shrimp Burger

- 16-20 shrimp, peeled and deveined
- salt and pepper (to taste)
- grapeseed oil (for frying)

Plating

- 1 sesame seed burger bun (Martin's preferred)
- 1 persian cucumber, sliced ¼ inch thick
- 2-3 large shiso leaves
- 1 lime, zested
- mayo (for bun)
- salt and pepper (to taste)

Tools

- food processor/blender
- round dish
- griddle
- microplane

Inspired by Costco, which provides access to premium ingredients from across the globe at palatable prices, and NYC's Fulton Fish Market, which did the same for chefs, The Market Burger is tangible evidence of how accessibility feeds innovation. Sriracha-lime mayo tops a tender shrimp patty seared to golden-brown perfection. Resting on a citrusy bed of shiso leaves, fresh cucumbers and a fluffy sesame potato bun, The Market Burger is a global spin on a classic American burger.

Mayo Base

- 1 Combine all ingredients except scallions together, mixing well. Set aside. Add scallions just before serving.

Shrimp Burger

- 1 Place the shrimp in a food processor or blender and lightly pulse, keeping it chunky.
- 2 Flatten shrimp into a round disc to form a patty and season with salt and pepper.
- 3 Oil a hot griddle with grapeseed oil and smash patty down. When the bottom is well caramelized, turn over and smash again until caramelized and cooked through, cooking about 4-5 minutes per side.

Plating

- 1 Griddle bun until toasted. Spoon mayo onto each side of the bun and shingle cucumbers on the bottom bun.
- 2 Place burger on top; microplane lime zest over burger, top with shiso leaves and then top with bun. Serve with fries. ©

Culinary Cornerstones

Jean-Georges and The Fulton Fish Market



Tin Building
circa 1950-1960 (left)
circa 2022 (right)

“The Fulton Fish Market was one of the first places I visited when I came to New York City

and has continued to be a consistent part of my New York culinary inspiration ever since... Part of our mission with the Tin Building was ensuring that the one-of-a-kind experience and unique sense of discovery that I always had stayed a part of its legacy.”

When Jean-Georges first came to New York City in 1986, the Fulton Fish Market was already a city-wide staple for wholesale fish and seafood. Even at that time, the market had a rich history, operating for nearly 150 years. Its reputation as a wholesale seafood market for restaurateurs wasn't representative of its initial customer base, though. First opening in 1822, it was a mainstay

for immigrant families and other members of the Brooklyn working class, mostly housekeepers, for the first quarter-century of its history.

By the mid-1850s, restaurants and other businesses caught onto the value of the Fulton Fish Market, and the influx of business allowed the market to begin expanding to national retail. Over time, its customer base exploded, with the market selling 384 million pounds — and over 200 different varieties — of seafood in 1924 alone, according to Mariners' Museum.

The impact of the Fulton Fish Market on New York City goes well beyond its sales report. Generations of New Yorkers grew up buying and selling in the market, learning catches of the day, how to spot the best fish and the vital skill of haggling for it. The market even fostered innovation in the restaurant industry and is credited for pushing calamari to restaurants in the late '70s, paving the way for fried calamari to become one of the most popular appetizers across the country by 1990.

The Tin Building (aptly named, as it is constructed out of galvanized tin) was one of two warehouse spaces that oversaw the market for well over 150 years as it stood between Fulton and Beekman Streets. In 2005, capacity issues and new refrigeration requirements forced the market to move boroughs, leading it to its current home in the Bronx's Hunts Point and leaving the Tin Building empty.

Photography by Fred Palumbo, courtesy of Library of Congress (left)
Tin Building courtesy of Jean-Georges Vongerichten after 2022 reopening (right)

After nearly two centuries as the setting for one of the world's greatest markets, the Tin Building fell into disrepair, a tragedy only made worse by the destruction of Hurricane Sandy in 2012. With its legacy on the line, the Tin Building was put on the chopping block, until the same chef who experienced its heyday firsthand nearly 50 years earlier decided to write a new chapter for both himself and the iconic location.

Jean-Georges' passion project to restore glory to the Tin Building was no small undertaking. To comply with new FEMA flood standards, the building had to be raised 5 feet higher than its original elevation. A simple task, if not for the FDR Drive that capped off its canopy. The solution required the 54,000 square foot building to be shifted 32 feet east, while also reconstructing the foundational pier below.

After crucial construction was completed, the interior renovations began, a true labor of love

for Jean-Georges and his team. Every detail of design, from the handmade tiles in maritime greens and blues to the high quality fish market that proudly sits front and center, even the columns salvaged from the original building which serve no functional purpose, was created with intention to honor the past as it is brought into the future. In total, 12 dining concepts, four bars and a collection of additional vendors all celebrate the storied history and innovations of both the Tin Building and Jean-Georges' life and career.

As much as it nods to the past, it still leaves plenty of room for future innovations to leave a legacy. The food market is packed with rare provisions, groceries and artisanal creations, reimagining the same feeling of discovery and excitement Jean-Georges felt decades before. The private dining room doubles as a tasting studio, which plays host to innovative culinary experiences, including an episode of Invesco QQQ's *Recipe For Innovation* series. ©

Popcorn Mushrooms

Inspired by:
**Netflix
(NFLX)**

Fried Mushrooms,
Urfa Black Tahini,
Chili Kumquat Honey

Recipe by: Jean-Georges Vongerichten

Serves 1 Prep Time 35 min. Cook Time 20 min.

Ingredients

Cornmeal Crust

- 1¼ cup fine yellow corn flour
- 2 tsp sea salt

Urfa Black Tahini

- 6¾ tbsp black tahini
- 3¾ tbsp extra virgin olive oil (EVOO)
- 1¼ tsp sea salt
- 3½ tbsp lemon juice
- 1 tbsp Urfa chili
- ¼ cup ice

Chili Kumquat Honey

- 14 tbsp honey
- 1 Thai chili, finely sliced
- 1 yuzu or Meyer lemon, zested
- 5¼ tbsp calamansi or kumquat, thinly sliced
- 5½ tsp turmeric

Wet Batter Base Mix

- 8 cups all-purpose flour
- 4½ tsp turmeric
- 4¼ tsp green pepper-corn, ground

- 2½ tsp sea salt

Wet Batter

- ¾ cup wet batter base mix
- 1 cold sake-style Saison beer

Frying Mushrooms

- 5-6 pieces of your preferred mushrooms
- wet batter
- cornmeal crust
- salt and pepper (to taste)
- oil (for frying)

Plating

- ½ oz Urfa Black Tahini
- 1 tbsp honey
- 1 pinch scallions
- 1 fat pinch togarashi
- 1 lime slice

Tools

- blender
- whisk

Inspired by Netflix, which reinvented how we consume entertainment, Popcorn Mushrooms exemplifies the revitalization of sustainable, plant-based eating. Cornmeal-crusted mushrooms are dipped in sake Saison batter and fried until crispy and golden-brown. Drizzled with Urfa-spiced black tahini and fresh Thai chili kumquat honey, this dish is an elevated take on a showtime snacking favorite.

Cornmeal Crust

- 1 Mix together and set aside.

Urfa Black Tahini

- 1 Combine ingredients in a blender and blend until smooth. Reserve in the fridge.

Chili Kumquat Honey

- 1 Mix together and reserve. Make fresh 1-2 hours before serving.

Wet Batter

- 1 Whisk together.

Frying Mushrooms

- 1 Place mushrooms in the wet mix, followed by cornmeal. Place in the hot oil and fry until golden, about 5-6 minutes.
- 2 Remove and transfer to a paper towel, seasoning with salt and pepper while still hot.



Plating

- 1 Place black tahini in two dollops on the plate, setting the fried mushrooms neatly on top. Top with scallions, honey and togarashi. Serve with a lime slice and enjoy. ©

Cookie Business

Inspired by:
Mondelez
(MDLZ)

Banana Poppy
Seed Cookie

Recipe by: Jean-Georges Vongerichten

Serving 15 cookies Bake Time 15-16 min.

Ingredients

Dry Ingredients

- 660 g all-purpose flour
- 200 g banana powder
- 240 g freeze-dried bananas, chopped
- 14 g poppy seeds
- 7 g baking soda
- 4 g salt

Wet Ingredients

- 454 g unsalted butter, room temperature
- 400 g light brown sugar
- 300 g granulated sugar
- 100 g eggs
- 40 g yolks
- 24 g vanilla extract

Baking

- 4 ripe bananas, peeled, cut into 4 (see instructions)

Plating

- 3 sheets gold leaf

Tools

- mixer
- cookie tray
- blowtorch

Inspired by Mondelez, whose collection of innovative snack brands is the epitome of a kid's dream pantry, Cookie Business is an ode to childhood memories. Freeze-dried bananas make a banana flour that gives a not-too-sweet depth to the base flavor of the cookie. Baked with a caramelized banana on top and finished off with glittering pieces of gold leaf, this cookie is rich with youthful sweetness.

Dry Ingredients

- 1 Preheat the oven to 350°F and set the fan to 3.
- 2 In a bowl, combine flour, poppy seeds, baking soda, salt, banana powder and freeze-dried bananas. Set aside.

Wet Ingredients

- 1 In a separate mixing bowl, lightly beat the butter until creamy. Add both sugars and beat until light and fluffy.
- 2 Add the eggs, yolks and vanilla and beat again on medium speed until fully incorporated.
- 3 Add the remaining dry ingredients to the bowl $\frac{1}{3}$ at a time and mix until completely combined.

Baking

- 1 Slice bananas in half lengthways and halve each piece again to create four quarters (one banana should yield 4 3" long pieces). Sprinkle with sugar and caramelize with a blowtorch until light golden brown.
- 2 Form dough into 120g balls. Top with caramelized bananas and bake for 12-15 minutes.
- 3 When cool, garnish each cookie with half a sheet of gold leaf and enjoy. ©





Not a Deposit | Not FDIC Insured | Not Guaranteed by the Bank | May Lose Value | Not Insured by any Federal Government Agency

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