

# '04 | Tastemaker Awards

PRODUCED BY RATHA TEP, ROB WILLEY AND KATE KRADER



KATRINA MARKOFF P. 117



ADAM LOWRY (LEFT) AND ERIC RYAN P. 124



ALPANA SINGH P. 122

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



## 6 | Amy Evans

BBQ BIOGRAPHER

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

—Elizabeth Alsop

## 8 | David Katz

SPIRIT SEER

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



## 7 | Tres Fromme

GARDENING GURU

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

## 9 | Ryan Black

RAIN FOREST FRIEND

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

## 10 | Carl Chu

CHINESE FOOD SCHOLAR

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

## 11 | Katrina Markoff

CHIC CHOCOLATIER

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