



TASTEMAKER AWARDS

34 | Jonah Sachs & Louis Fox

ADVOCACY ANIMATORS

Movies about the evils of factory meat farming aren't usually blockbusters. So it's inspiring that *The Meatrix*—a clever animated spoof featuring trench-coat-clad livestock—is the most-watched advocacy ad in Internet history. Created by graphic designers Jonah Sachs, 29, and Louis Fox, 30, of the Washington, D.C., design firm Free Range, the online spot has been seen more than 6 million times since its November 2003 release (themeatrix.com). —R.W.

31 | Ryan Magarian

HIGH-SEAS MIXOLOGIST

Most bartenders make a roomful of people happy with their drinks. Cocktail consultant Ryan Magarian, 31, is delighting thousands. Magarian has spent the last year developing Holland America's first signature cocktail program, emphasizing hand-pressed fruit and using savory ingredients to invent creative drinks like the Sage gimlet. Magarian, who works for Seattle-based Kathy Casey Food Studios, has recently revamped the bar offerings for Merritt Hospitality, whose 22 properties include the Sonoma County Hilton (206-784-7840). —R.W.

32 | Matt Madison

FARM-FRESH RETAILER

When Matt Madison began selling shiitake mushrooms at Cincinnati's Findlay Market in 1996, there were only two other farmers there. So Madison, now 35, decided to expand into less common crops, like black raspberries. Demand became so great that he's since opened three Madison's Produce stores around town, all selling picked-that-day organic fruits and vegetables from his land or other local farms—and there are now 24 other farmers at Findlay Market (madisonsproduce.com). —L.W.

33 | Eric Ryan & Adam Lowry

SOAP STARS

Eric Ryan, 31, and Adam Lowry, 30, were once noncleaners ("Don't ask," says Lowry, about his former hygiene habits). Then, four years ago, the duo launched Method, distinctively packaged, environmentally friendly household products that have turned hand and dish soap into a lifestyle statement. Lowry, a chemical engineer, developed the line using gentle, often naturally derived ingredients, such as essential oils like grapefruit and lavender. The products smell good, and the rounded bottles, from designer-of-the-moment Karim Rashid, are pretty enough to leave out. Method's newest items include laundry detergent and dryer sheets in packaging adorned with graphics by designer Andy Spade (methodhome.com). —R.T.



35 | The Hebberoy's

SUPPER CLUBBERS

Three years ago, Portland, Oregon-based Michael and Naomi Hebberoy, 28 and 29, respectively, served their first Family Supper in their living room. Now the wildly popular dinners take place five nights a week in a warehouse space, but dishes like tagliatelle with pancetta and parsnips are still served family-style and the \$23 payment is based on the honor system. The Hebberoy's continue to play with tradition at their new Portland restaurant, Clark Lewis, where guests can choose the size of their portions (ripepdx.com). —R.T.