

Flocal

Magazine

Lifestyle Magazine for Florida's Locals

Foodie Issue

Good Vibes

The Ketologist

The best ever
Florida Lobster Recipe
by master chef Jeff

Tribute to
Mr. Alessi



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Britt Blume

Advertising + Finance
Tye Blume

Editor-In-Chief
Ryan Rindone

Fashion Editor
Michelle Bremer

Spirits Editor
Dean Hurst

Graphic Artist
Jennifer Tillmann

Marketing and Brand Ambassador
Brandy Schaeffer

Cinematography
Jonah Gilmore

Technology and Sauce
Mr. Robinson

Bloggers, Photo Journalists & Writers
Chris Irvin, Jeff Philbin and Jennifer Martin

FLocal Magazine LLC.
2401 West Bay Drive, Suite 118

Largo, FL 33770

Email: FLocalMagazine@gmail.com

www.FLocalMagazine.com

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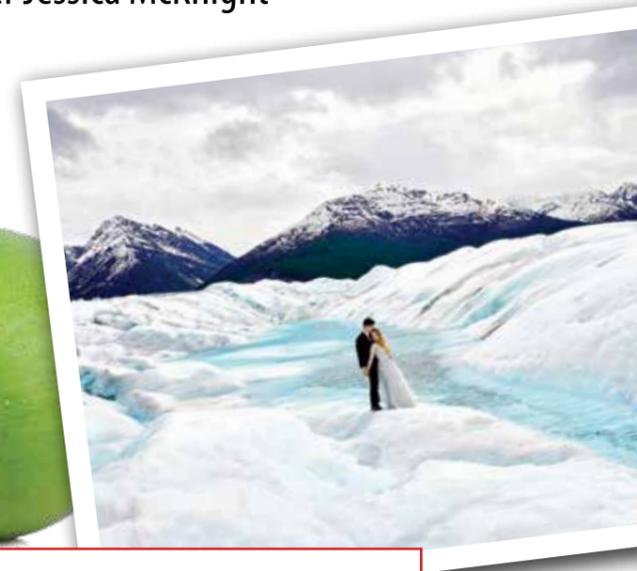
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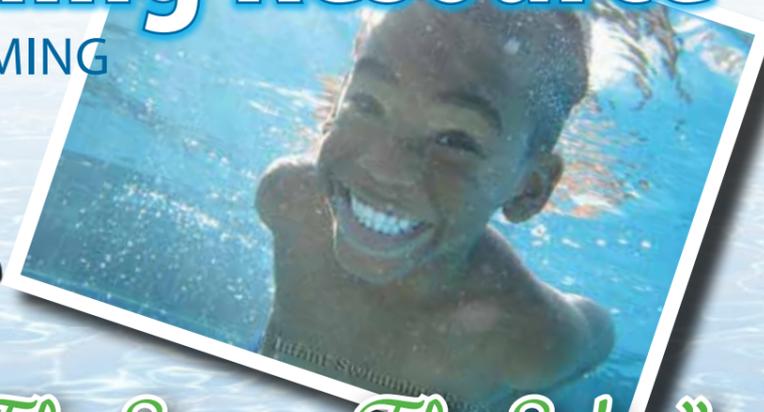
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Britt Blume

Foodie Issue

They say two things are certain in life: death and taxes. Here at FLocal Magazine we believe two things are certain in Florida: great seafood, and that 90% of our free time is spent in a bathing suit! To keep your body in check, Keto guru Chris has his personal testimonial and plan for you to always remain in beach body shape, and ready for any #flocaladventure. After achieving dietary balance, check out my personal FLocal-favorite juice company- Good Vibes Juice Co. Maintaining cellular health is important to any Floridian's longevity and health. With a variety of unprocessed juices & açai bowls, you can keep healthy while enjoying delicious food that you will crave and crave!

Speaking of craving, it's that time of year where Florida lobster season is in full swing! We met, laughed, and ate with TV Master Chef sensation, Chef Jeff! He whipped us up a fabulous dish that was perfect for your fresh lobster catch! Dean Hurst from R & D Hospitality compliments this dish with a hand-shaken daiquiri that will make your mouth water!

We were honored to sit down again with Alessi Bakery to pay tribute to the man that started one of the most beloved bakeries in Tampa Bay. Mr. Alessi brought cakes to life for couples getting married over the years and it is with great pride that his family and staff continue this tradition.

Enjoy all of the flavors this issue has to offer!

Happy eating, FLocals!

Britt Blume

Local juicery spreading

Good Vibes

in west central Florida

By Brandy Schaeffer (@brandy.schaeffer)



All photos by Jonah Gilmore



Good Vibes' acai is a pure, grade A, 100% organic and non-GMO sorbet, free of filler and additives

From the juice craze that has taken the health community by storm, to #strawgate2018 that sparked an ecologically minded conversation about the world's plastic consumption – three FLocal Locals have remained on top of the trends with both our health and planet in mind. Taylor, Nathan and Kathleen came together three years ago to create a business that would yield fulfillment to both their dreams and lifestyles, with the hope of extending the message of wellness to the locals of Pinellas County. FLocal was able to sit down with the owners of Good Vibes Juice Co. to talk health, environment and community.



FLocal: Let's take it from the top! How did this journey begin?

Taylor: It all started about six years ago. Nathan and I had been working together at the Hyatt on Clearwater Beach and became good friends. I have always been into sports and health, and so has Nate, so it was a perfect fit for both of us once we began brainstorming. It was about three years in the making, but intuition and timing lead us to the business venture of opening up our own juice company.

Nathan: In the very early stages when Good Vibes was just an idea, I moved out to California for a temporary change of scene. I landed a job at a local juice bar where Kathleen happened to be the manager, we immediately hit it off and not long after that, we got married. Good Vibes was becoming more of a reality back home, and after numerous conversations with Taylor, Kathleen and I decided it was a good time to move back to put all of our energy into the business.

FLocal: What year did you move back and decide to open up shop?

Kathleen: This month is actually our three-year anniversary! We opened our doors at the Largo location (1708 Missouri Ave North) on August 22, 2015!

FLocal: That's amazing, congratulations! Perfect timing for this interview!

Kathleen: Thank you! WE MADE IT!

FLocal: So, Largo was your first location, but you opened a second storefront in Dunedin. When did you see that your business was taking off and when did you know you wanted to branch out with new locations?

Kathleen: Part of the plan from the beginning was to have a few different stores in the local area. Dunedin was an idea about a year after opening in Largo. Tampa and St. Pete each had a few juice companies, and we were hearing a lot from our customers that Largo was too far for them to travel to. Dunedin just spoke to us, and it has been open now for a year and a half!

FLocal: Do you have any plans to open another location in the near future?

Taylor: We would always like to branch out and continue the growth. We definitely want to hone in on these stores and put forth all of our energy into growing them to be the best they can be. But of course, that conversation is always on the table.

Kathleen: It would have to just feel right. We don't have a set location or a set time. When it's right, it will present itself to us.

FLocal: I love that outlook. So, for your juices and acai bowls, where do you gather your ingredients?

Taylor: Everything we use is 100% organic. We use a Florida local, organic, wholesale distributor to gather our produce. We work as much as we can with farmers in our area and are really honing in on using everything we can in as small of a radius as possible.

FLocal: That's so awesome to hear. We are all about local! At the beginning you spoke about your passion for health and why a juice company was the right path for you, but why cold press? For those who may not know, what are the benefits of cold press versus non-cold press juice?

Nathan: We use a cold press juicer because it extracts the highest amount of nutrients and living enzymes possible. A non-cold press juicer will heat up and oxidize produce as it extracts juice, and a lot of nutrition is lost in the process! Cold pressing does the opposite, preserving all the good stuff for your consumption. We're all about yielding the healthiest juice possible, and that requires using the best produce we can, cold pressing, and always bottling in glass.

Kathleen: Yes, we always bottle in glass so we are not contributing to environmental waste, and because storing food in plastic is toxic! Health and environmental integrity are the driving factors behind our business decisions.

FLocal: Your Dunedin location is where I found my stainless-steel straw that I love and use so much! I was so excited to see them on display.

Kathleen: We love them!

Nathan: We try to do everything as sustainably as possible and try to leave a small footprint with everything we do. For instance, we save produce scraps and juice pulp for compost use, whether that be for our own gardens, our customers' gardens, even our local produce suppliers. We save pineapple tops and bases of celery and romaine lettuce to start new growth. Anything we can reuse and capitalize on, we do.

FLocal: I love it. So, who comes up with these delicious recipes?

Nathan: Initially it was just us three, trial and error, making and mixing a bunch of different juices and seeing what we liked the best. We would let friends and family try them and pick out the best ones from there. The original menu was our collaboration, but over the years our employees and customers have had their input on things, and we love listening to different ideas.

Taylor: We love getting feedback from customers! We like listening to the concoctions they have thought of and if we love it, we run with it. We also run specials throughout the year, using seasonal produce. One of our most popular seasonal juices is about to hit shelves – Top Cider, tastes like pumpkin pie!



FLocal: What is the fan favorite of the summer months?

Kathleen: The Melonhead! Watermelon, apple and lime – so refreshing! It's the perfect summertime drink.

Nathan: Our number-one seller year-round is definitely The Reefer; everybody loves that one. It's a great mix of healthy greens and sweetness.

Taylor: Another cool drink that we have right now is the Black Sea. We mix our organic, raw coconut water with activated charcoal. It's great for detoxification and cleansing.

FLocal: That's a hot health trend right now! How do the activated charcoal drinks work?

Taylor: Activated charcoal in itself is very porous and acts like a magnet to toxins in the stomach and small intestine. It's great for stomach bugs, food poisoning, hangovers, and general toxin removal when needed. We add a pinch of cayenne pepper in the Black Sea to further alkalize cells, getting them to release those toxins for the charcoal to grab onto.

Nathan: We go down to Jupiter (where Taylor is from) to harvest coconuts and we use those raw, Florida coconuts for all of our coconut-based bottled drinks, Black Sea included. The coconut water goes straight from the tree to the bottle you purchase! We love using these local vendors any chance we get for everything in the business. We are very community-oriented and want to see our community thrive.

FLocal: Are you involved in any community organizations?

Kathleen: We are really involved in Dunedin as a local merchant and we do a ton of local networking, partnering with other local businesses to create events promoting community engagement. We are partners with Suncoast Rise Above Plastics Coalition, and we meet their standard to be qualified as an Ocean Friendly Business.

Taylor: We were actually the first Ocean Friendly Business in Largo. On top of our glass bottles, all of the consumables we use in-house like straws, bowls, smoothie cups and lids are 100% compostable and derived from plant-based materials.

FLocal: Do you host any health or environment-themed events at either of your locations?

Kathleen: Yes! You can keep up with current events on our website and social media. We have health professionals come in and educate about their specialties, pop-up plant-based chefs who prepare food buffets, we've even hosted yoga instructors who provide free or discounted yoga sessions. We are always collaborating with local health-minded companies!



FLocal: I definitely want in on the next yoga session! Well, I am so excited to have found you all and your business. An organic shop with everything you need- it's perfect! Thank you for opening, sticking by your standard and providing everybody here with an opportunity for great health. From all of us, thank you!

Nathan: Absolutely! We just want to keep spreading the message, getting the word out and giving people a chance to be healthy – staying healthy can be tough these days!

Locations:

Historic Downtown Dunedin
200 Main Street
Suite 108
Dunedin, FL 34698
(At the corner of Alt 19/
Edgewater Drive & Main Street)
727.754.8515

Hours

Monday - Friday: 7am - 7pm
Saturday: 8am - 6pm
Sunday: 8am - 6pm

Largo

1708 Missouri Ave N
Largo, FL 33770
727.314.4188

Hours

Monday - Friday: 8am - 6pm
Saturday: 9am - 5pm
Sunday: 9am - 3pm

Online: www.goodvibesjuiceco.com

Facebook: www.facebook.com/goodvibesjuiceco/ and www.facebook.com/goodvibesjuicecodunedin/
Instagram: @goodvibesjuiceco



Good Vibes' fruit juices require 3-5 lbs of produce per bottle



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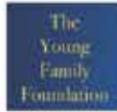
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Chef Jeff



All you need to do is show up in Orlando. I did all of your paperwork because I believe in you." At that moment, Jeff's life changed forever.

"Truthfully, I never watched the show before going onto it. I watched all of three episodes in preparation after the producers said they would fly me to Los Angeles to start production on season 8, but I stopped watching because I did not want to psych myself out. I needed to be ready and alert for any challenge and just work hard and work within my abilities." After two months of filming and being on every week's episode but one for the entire season, he learned that the MasterChef insignia is a lot more than just the apron that a contestant wears. "For some, it is a release from their lives to enjoy their day, finding solace in a place of relaxation to be entertained; and to me, it was a vessel for a higher purpose," said Philbin.

The only thing MasterChef's Jeff Philbin loves more than food and people is bringing the two together to provide great culinary experiences!

Growing up, Jeff was drawn to cooking by watching Julia Child, Lidia Bastianich, and Jacques Pépin with his mother every Saturday afternoon on PBS. "I didn't grow up with cable TV, so I had to turn to the classics and a seed was planted." Those culinary titans and their appreciation for their craft inspired Philbin to pursue a career in the culinary industry. Paying his way through college, he forged a love for guest engagement and interaction; he worked his way up from waiter, to events coordinator, to area sales manager, and then to director of marketing for a local restaurant group. This journey, which spanned nearly 15 years, cemented his love for food.

However, it was his appearances on Season 8 of FOX's MasterChef that introduced America to Jeff's snap-back hats and fun shirts, along with his humble, fun-loving, yet fearless personality. Jeff's MasterChef adventure all started at a family dinner, when his brother-in-law said to him, "Jeff, I signed you up for MasterChef."



All photos by Jennifer Martin Photography



The incredible opportunity of being on the show allowed Jeff to namedrop Tampa more than any other city on the show. He was proud to have represented the city and for his voice to have said, "This is my city on a plate" and for the judges; Gordon Ramsey, Aaron Sanchez, and Christina Tosi, all culinary giants; to applaud that particular dish using mussels and chorizo sausage (Philbin's signature dish) and enjoy his meal was extremely gratifying. He went on to become a fan favorite with his bold and direct attitude of perseverance and passion always showing, and became one of the most memorable personalities in the show's nine-season history.

Community Foodie

In 2013, Philbin was acknowledged by the Tampa Bay Business Journal as the Top 30 Young Professional under the Age of 30 - Up & Comer. To him, the recognition was "Up & Comer. Not Up & Came." Up & Comer to Jeff means he is on his way, but believes he has so much more to achieve. He challenges himself every day as a millennial, young professional to always keep moving and inspire others. Philbin says, "Millennials sometimes get a bad rap in that they are very aspirational but never proactive; go do it! Do you want to make the world better? Then go do it! Do you want to affect change? Then go do it!"

Throughout his journey, it was never about self-gain, but how he could be a conduit to communicate to the rest of the world about Tampa's greatness. To champion its growing foodie scene and, taking the title of unofficial spokesperson, he proudly highlights the incredible chefs and restaurateurs in the community with pride and excitement. All this while blazing his path and making a name for himself with a sense to give back.

During his time on the show, every week, with the team at (the former) Fodder & Shine (now The Refinery), he hosted a MasterChef watch party surprising and supporting a local charity. During that time, nearly two dozen local charities received Philbin's support and engagement. He went on to say how proud he was to have shared their mission with the public for awareness and financial support, raising thousands of dollars collectively, to make an impact on organizations who really perform miracles for others. Philbin mentions, "To have local businesses come together and be inspired by this action to donate their goods and services for these watch parties showed the goodness in humanity that our community can provide!" Those watch parties were the single greatest highlight of Jeff's MasterChef journey, bringing people



together with the intent of using the platform for good and to truly help others. "My father taught me in life; when you give, you receive," said Philbin. It sounds like he was just getting started!

From MasterChef to Epic Chef

Philbin is especially humbled and excited to be this current season's host and emcee for Feeding Tampa Bay's Epic Chef Showdown.

Epic Chef Showdown pits the area's top restaurants against each other in a friendly cooking competition over seven weeks, with a live, televised production hosted at the signature theater of the

Epicurean Hotel in Tampa. Epic Chef Showdown is filmed by The Identity Tampa Bay, Jeff Vinik's (owner of the Tampa Bay Lightning) latest media project. In each round, two competing chefs receive a mystery box of ingredients that are not commonly prepared together and will be challenged to create two dishes that are unique, aesthetically pleasing, and of course delicious, all while under the pressure of the clock. When time is up, the chefs present their prepared dishes to a panel of celebrity judges to be critiqued and scored. At the close of the round, one of the chefs will be eliminated, and the winning chef moves on to the next round in hopes of winning \$5,000 and earn the sole title of Epic Chef.

Epic Chef Showdown in its fourth year, and was created to bring the community together to not only enjoy the camaraderie and food from local top restaurants, but to also call attention to something much larger that affects many people every day: hunger. "Hunger is a serious and severe issue in our area; it affects one in seven adults and one in four children. These are our neighbors, our co-workers, our friends, our family

members who need our help... to be a part of something with such prestige and the ability to improve lives one meal at a time, and lending a voice to challenge our community in the fight against hunger, is a huge opportunity to make a difference. Feeding Tampa Bay serves over 45 million meals annually, and the magnitude this effort yields is powerful! It's a privilege and responsibility to share their mission to create a hunger-free Tampa Bay," Philbin states.

"This year the stakes have been raised to the roof, with a goal for this series to raise 750,000 meals to help Feeding Tampa Bay best last year's goal of 300,000. Food insecurity is real in the Tampa Bay area and it takes everyone to help them serve the 10 counties this organization supports." Philbin goes on to say, "These are real people in our backyard that need help. Real people that have to make tough decisions every day. 'Do I pay for my child's medicine

or buy food for them?' 'Can I stretch this meal out, or can I sacrifice the nutritional integrity to make it seem larger?' It pulls at your heart knowing how blessed many of us are, and yet there are some juggling to pay their bills and not eating. Now, being a young dad myself, thinking of the dilemma of, 'Do I eat or do my kids eat?' It pulls at your heart to do more!"

A new addition to this year's Epic Chef Showdown has been a text message campaign called #donateyourplate, where people can text 'PLATE' to 74121 and, with a minimum donation of \$25, be entered into a virtual raffle with a chance to win incredible prizes. These include a gift certificate for a one-night stay at the

Epicurean Hotel with a \$100 Food & Beverage credit, two tickets to opening night with the Tampa Bay Lightning and a signed jersey, or even a private culinary experience with Chef Jeff going to a winner's home for a four course dinner for up to six people. Raffle winners will be announced during the live stream by The Identity Tampa Bay at the finale on August 27. "This is truly an awesome opportunity to engage the general public to help support Feeding Tampa Bay. It's amazing that they are able to turn \$1 into 10 meals for those in need- just incredible. This campaign, coupled with an anonymous donor matching dollar for dollar all donations up to \$50,000, highlights the need to get involved, but also how vital Feeding Tampa Bay is at being the ultimate driving force behind food relief in Tampa Bay."

Between appearances and community building, Philbin is a recent graduate of Leadership Tampa Bay, class of 2018, a comprehensive leadership program designed to better prepare a diverse group of community, government, business and nonprofit leaders to work collaboratively in addressing regional issues. The program, designed for C-Level executives provides a unique learning experience for emerging and existing leaders through an intensive nine-month program that trains, empowers, and supports leaders to affect positive

me to be the best dad I can be for him" and their Cavalier King Charles spaniel, Ruby!

community change. "I was humbled to be in the company of such leaders within their respective fields and am excited to contribute to the growth plan of Tampa Bay. I am the current class project chair for a large community project that will leave a lasting impact of which we can all be proud. I eventually want to take a long-term, larger role politically to champion our community for even greater days to come! I am busy but am excited and humbled for what is to come."

Is more TV to come from Chef Jeff?

"I really enjoyed my time on MasterChef and would love to continue on this journey." With the team at Farmore

Marketing, a Tampa-based full-service marketing agency specializing in video production, Philbin is producing a 10-episode series with his own channel on The Identity Tampa Bay's platform. "I am excited to see where this goes. We have 10 episodes that cover the gamut: from recipes, to learning about some great people, to local businesses all in the food space; it's really about highlighting some cool stories that need to be told for foodies. We are in post-production and should begin airing in late summer. I hope that we will get the show in front of a network like Food Network, The Cooking Channel, Vice, or even Netflix. I am having way too much fun with this and don't want to stop!"

me to be the best dad I can be for him" and their Cavalier King Charles spaniel, Ruby!

It sounds like there is no end in sight for this top-tier chef as he strengthens his passion for food and community, and it sounds like he is aspiring for even more!



To learn more about Chef Jeff or enjoy his recipes, check out his website at www.chefjeffphilbin.com or follow him on Facebook: Chef Jeff Philbin or on Twitter and Instagram: @ChefJeffPhilbin

Florida Keys Lobster Tail over Tequila Butter Blistered Tomato Linguine

HOW TO MAKE THIS RECIPE

INGREDIENTS

- 2 spiny lobster tails
- 1 package of linguine
- Kosher salt and freshly ground black pepper
- 2 tablespoons olive oil
- 6 tablespoons stick salted butter
- 2 teaspoons minced garlic
- 1/4 cup blanco tequila
- 1/4 teaspoon grated lemon zest plus 1 tablespoon freshly squeezed lemon juice
- 2 teaspoons finely chopped cilantro leaves
- 1 small package of halved cherry tomatoes

1.

In a large pot, cook pasta according to package directions. Meanwhile mince the garlic, cilantro, and half the tomatoes.



2.

Fill a small pot about half-full of water. Add the salt and bring to a boil. When the water has come to a rolling boil, plunge the lobster tails into the pot. Clamp the lid back on tightly and return the water to a boil over high heat. Reduce the heat to medium and cook the lobsters for 8 to 10 minutes (size will determine if lobsters will require more or less cooking time), until the shells turn from mostly blue/brown/gray to red and pink, with the tail meat becoming firm and opaque when checked.



3.

Heat a large skillet over medium heat. Add the olive oil, then the butter to the skillet. When the foaming subsides, raise the heat to high and add the tomatoes into the skillet. Cook the tomatoes, without moving them, for 1 minute. Add the garlic and cook for 1 minute.



4.

Monitor the color of the butter so that it becomes a shade darker and starts to turn golden brown. Pour in the tequila and lemon juice. Slowly tilt the pan up to the flame to flambé. Boil the liquid until slightly thickened, about 30 seconds. Scrape up any browned bits from the bottom of the pan with a wooden spoon. Stir the lemon zest and cilantro into the sauce.



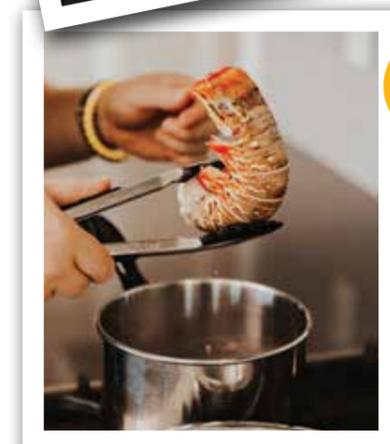
5.

Add the drained, cooked pasta into the skillet and toss the sauce into the pasta, season with salt and pepper to taste, and toss to combine.



6.

Lift the lobsters out of the water with tongs and drain in a colander. Place underside up on a work surface and, grasping firmly, split the tails lengthwise with a large knife to remove the shell.



7.

Twirl pasta with a fork or cooking tweezers, to gently place onto a plate.



8.

Divide the pasta among the plates and top the pasta with the lobster tail, adding the remaining pasta sauce over the lobster tails.



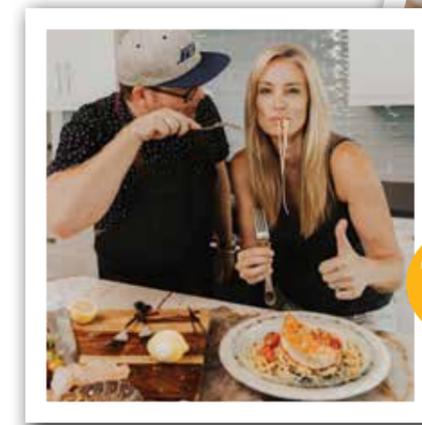
9.

Finish with a pinch of extra cilantro and lemon zest.



10.

Enjoy!



Be our guest at Salt Rock Grill!



photo by Brandy Schaeffer

Salt Rock Grill has been a legendary landmark of Pinellas County since landing here on the west coast of Florida in 1997. Enticing customers with delectable food, exquisite drink and satisfying views of Indian Shores' intercoastal waterway, it is known for its hand-cut U.S.D.A. Prime or Choice Grade beef, fresh dayboat-caught seafood, raw bar and outstanding wine cellar. The Salt Rock Grill is your premier choice for fine dining and superior service to cater any corporate event, wedding, social soiree or holiday party.

Amid the stylish dining restaurant are three elegant private dining rooms offered to house exclusive guests and parties - at Salt Rock Grill, there is a space for all tastes:

The Fireplace Room - A favorite at Salt Rock Grill. Framed by an impressive tower of fire wood, the centerpiece of the room is a beautiful fireplace; the relaxing flames create a warm and cozy ambiance. This recently remodeled dining room can accommodate up to 60 guests for a formal sit-down dinner.

The Wine Room - Besides overlooking the intercoastal waterway, this room also offers a view of one of our expansive

temperature-controlled wine cellars. One side of the room boasts a view of hundreds of bottles of wine, while the opposite side offers a view of Salt Rock Grill's private fishing dock. The picturesque setting is a great way to impress your guests when booking a private event of up to 28 guests.

The Coral Reef Room - This elegant tropical oasis features beautiful shells and coral in the windows, giving this room a truly nautical feel. The natural lighting and beach themed décor creates the ultimate Florida dining experience. The Coral Reef Room can accommodate up to 55 guests and is connected to our main bar, providing guests with exceptionally prompt bar service.

Here to enhance each guests' experience are three, four-course menus hand-picked by those at Salt Rock Grill which are certain to satisfy any party. The steaks - hand cut U.S.D.A. Prime or Choice Grade beef from top midwestern feeders, aged four to six weeks in an in-house temperature-controlled aging room to develop maximum flavor and tenderness, and grilled over a natural oak and citrus wood pit fire. The seafood - caught by local anglers and companies that provide the restaurant with fresh dayboat-caught seafood selections from our Gulf waters and beyond. Guests may see Salt Rock Grill's own fishing fleet unloading daily on our docks.

Menu 1

First Course - Appetizers

Grilled oysters with a key lime butter sauce

Wood-grilled portabella mushrooms

Kingston Trio - Grilled skewers of beef, pork and chicken with a Thai peanut sauce

Second Course - Salad and Bread

Fresh baked sourdough bread with Chef Tom's famous fresh herb blend with olive oil

Festive house salad dressed with a lemon basil vinaigrette

Third Course - Entrée accompanied by seasonal fresh vegetables and garlic mashed potatoes

Six-ounce filet mignon

Seared Atlantic salmon

Chicken Rockin' Bleu

Fourth Course - Dessert

Chef's selection

Menu 2

First Course - Appetizers

Coconut shrimp with orange ginger chutney

Grilled oysters with a key lime butter sauce

Wood-grilled portabella mushrooms

Kingston Trio - Grilled skewers of beef, pork and chicken with a Thai peanut sauce

Second Course - Salad and Bread

Fresh baked sourdough bread with Chef Tom's famous fresh herb blend with olive oil

Festive house salad dressed with a lemon basil vinaigrette

Third Course - Entrée accompanied by seasonal fresh vegetables and garlic mashed potatoes

Chicken Rockin' Bleu

Seared fresh local dayboat catch

12-ounce New York Strip

Fourth Course - Dessert

Chef's selection

Menu 3

First Course - Appetizers

Coconut shrimp with orange ginger chutney

Tuna Sashimi with Wasabi and Sake Soy Sauce

Grilled oysters with a key lime butter sauce

Wood-grilled portabella mushrooms

Kingston Trio - Grilled skewers of beef, pork and chicken with a Thai peanut sauce

Second Course - Salad and Bread

Fresh baked sourdough bread with Chef Tom's famous fresh herb blend with olive oil

Festive house salad dressed with a lemon basil vinaigrette

Second Course - Salad and Bread

Six-ounce filet mignon, Caribbean lobster tail, and grilled Alaskan king crab legs

Pan-seared eight-ounce tuna filet topped with garlic ginger aioli and teriyaki glaze

Grilled fresh catch topped with shredded crab and hollandaise, and a jumbo 12-ounce filet mignon

Fourth Course - Dessert

Chef's selection



photo by Jonah Gilmore

For more information about Special Event rooms, menus, and pricing contact Salt Rock Grill's Special Events Coordinator, Rachel Caldwell

Telephone: 727-593-7652

Fax: 727-517-9244

Email: events.saltrock@hotmail.com

Salt Rock Grill

Location: 19325 Gulf Blvd. Indian Shores, FL 33785

Telephone: 727-593-7652

Open Hours: Monday - Thursday, 4pm - 10pm.

Friday - Saturday, 4pm - 11pm. Sunday, Noon - 10pm

Visit: www.saltrockgrill.com

The Hand-shaken

Daiquiri

By Dean Hurst, R&D Hospitality



Rum

White rum is commonly used and makes for a lovely poolside sipper, or the first cocktail of the day. Pick your favorite and try it out. Then, get weird and try something like an unaged agricole rhum from Martinique for a full-flavored adventure. Pot-distilled options from Jamaica are sure to wake up the senses with their higher proofs (upward of 60% ABV), but I can only handle one of those per sitting.

Aged Rum

Here is where the fun begins! The barrel-aging process brings with it a full range of flavors that beautifully contrast the bright lime juice. I will call out a few names here. Appleton Estate rums are incredibly rich and decadent in a daiquiri. My favorite of the moment is Hamilton 86 Demerara rum, if you can find it, for a dry, spicy variation. Don't be afraid to upgrade your spirit to find your favorite. Barbancourt 15-Year from Haiti is delicious on its own and makes a truly remarkable daiquiri.

Variation

Tequila. Seriously! The margarita and the daiquiri are kissing cousins. The classic margarita has orange liqueur in it but without, it's known as Tommy's Margarita, made famous by Julio Bermejo at Tommy's Mexican Restaurant in San Francisco. They are absolutely delicious. Again, the quality of the base spirit is key, so pick a good blanco tequila and start enjoying.

Why is it so good?

The art of a great hand-shaken daiquiri is in the balancing of acidity (lime juice) and sweetness (simple syrup). Too much lime and the drink can become astringent. Not enough and it feels heavy. The goal is to create a refreshing cocktail that brings the rum to life. However, proper balance is always determined by the imbiber; some enjoy their drinks on the sweeter side while others crave acid. Also, some rums are sweetened to represent a style, so adjustments need to be made accordingly.

Lime Juice

Fresh is best. I have yet to find a substitute that can compare. Squeeze your limes the same day you plan on using them, preferably a few hours before you start making drinks. The juice can be a bit overpowering at first. I also prefer to use a mechanical juicer. If you are using a hand press, know that the oil from the peels can add a lot of flavor, which is not always a good thing.

Sweetener

Simple syrup is easy enough to make and can be ready in minutes. Slowly heat white sugar and water in equal parts until the sugar is completely dissolved. Substituting a less refined cane sugar will add a lot of complexity and depth but could overpower your white rum. Make syrup from both and judge for yourself.

Dean's Daiquiri

3/4 oz Lime Juice

3/4 oz Simple Syrup

1/2 oz Rum

Combine all ingredients in a mixing tin. Add ice, cover and shake. Strain into a cocktail coupe.

Garnish with a lime wheel.



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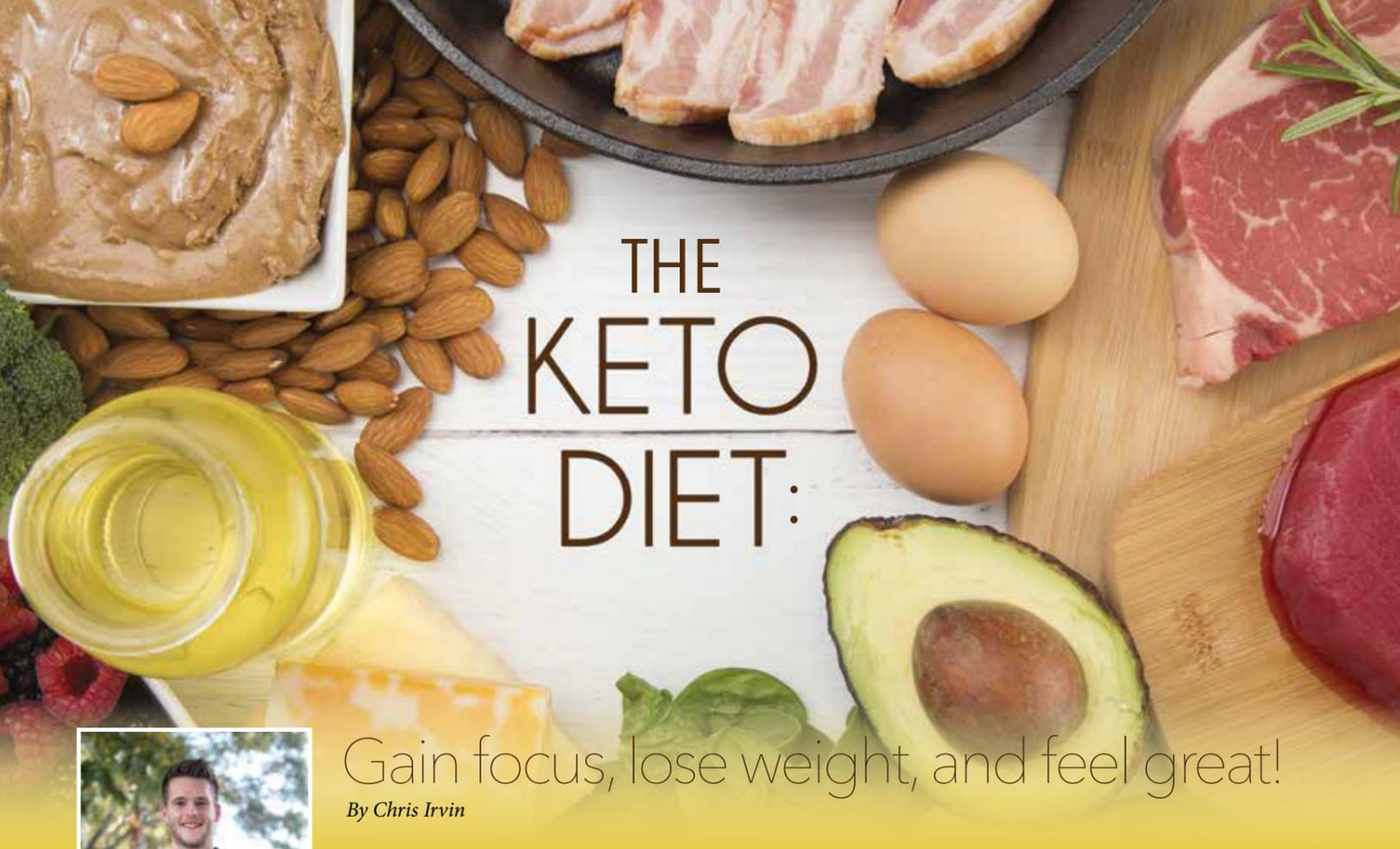
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Flocal
Magazine



THE KETO DIET:

Gain focus, lose weight, and feel great!

By Chris Irvin



You've probably heard of diets like Atkin's, Paleo, and Low-Carb; but have you heard about the Keto diet? Three years

ago, I would have been surprised if your answer is yes, but now I come to expect that you may have at least heard about ketosis or the Ketogenic Diet.

In early 2015, I attended a conference in Tampa, where I was first introduced to Keto by Dr. Dominic D'Agostino, a scientist specializing in physiology, who is conducting industry-shifting research at the University of South Florida. I had recently graduated with an undergraduate degree in Biology and Exercise Science and was working as a strength and conditioning coach with what I thought was a pretty good education in nutrition. After hearing about Keto from Dr. D'Agostino, I realized that there was quite a lot about nutrition that I didn't yet know.

Keto, or the Ketogenic Diet, is a low-carbohydrate, high-fat diet that is increasing in popularity. Typically, when we consume a standard

American diet, we are consuming a lot of carbohydrates, which become the primary energy source for our bodies. Research has begun to show that long-term, this could lead to things like insulin resistance and inflammation, which are both common contributors to many chronic diseases. The Keto diet removes carbohydrates creating the need to find a new energy source. This can lead to the burning of body fat and the production of little energy molecules known as ketones.

During my undergraduate education, I was taught to believe that fat was bad for you and that you should follow a lower fat diet if you want to optimize your health. As it turns out, this isn't true. We have incidentally, purposefully, and falsely put the blame on fat (look up Dr. Ancel Keys on Wikipedia) for contributing to so many diseases, when really it is the consumption of fat in conjunction with carbohydrates that is the issue.

It is easier for our bodies to store fat and burn carbs when they are both available for energy. This is why consuming them together can be problematic and can lead to a lot of the health issues that we typically only associate with fat. If carbohydrates are restricted, then the body can actually better burn the fat we eat and our stored body fat for energy, leading to improvements on overall health.

After hearing about Keto, I took a deep dive into the research to learn everything I could about the science of this way of eating. I

also jumped on the diet myself. I followed it strictly for 10 months before taking a short break for research purposes. During this period, I was attending graduate school to get my Master's Degree in Exercise and Nutrition Science, and I was personal training, which caused me to have a work/research schedule that started at 5 A.M. and ended at 10 P.M. (clearly not a healthy schedule). One of the biggest things I noticed with Keto was the increase in my energy and focus. Whether I was training or studying, I felt like my brain was performing at a much higher level.

I was sold, so I devoted my graduate school research to studying Keto. I first began researching the diet for human performance and eventually transitioned to more therapeutic research.

The interesting thing about Keto are its variety of different applications. Keto was first discovered in the early 1900s because of its ability to mimic fasting, which was being used as a treatment for children with drug-resistant epilepsy. Keto is still often prescribed for improving the quality of life for those with epilepsy today!

Since the early 1900s, Keto has been shown to lead to many improvements in overall health, exercise performance, and weight loss. Additionally, recent research shows that Keto could be beneficial for conditions like Alzheimer's, Parkinson's, cancer, polycystic ovary syndrome, multiple sclerosis, autism and so many more. There is a lot more research that needs to be done but the preliminary data looks promising! Talk with a nutritionist, like myself, to find out more information on Keto and how it relates to these conditions.

So if Keto is so good, why isn't it being used more often? This was the main question I had after spending some time digging through the research. Besides the fact that society has falsely demonized dietary fat, much of the incredible research being conducted becomes lost in the scientific journals that publish the research, which may be difficult for the public to easily access and understand.

This realization is what led me down my current path of trying to take the information from the research and deliver it to the rest of the world in a more understandable fashion, with the hope of making a difference in health of many people.

This is where The Ketologist brand was born, with the mission of exploring and sharing nutrition research and helping to provide the tools to easily start and sustain a Ketogenic diet. Sustainability is always something I preach on Keto because I think it is a way of eating that you will want to follow for a while.

Additional Keto Benefits

Besides Keto improving your health and body composition, it can also improve energy, mental focus and reduce hunger. This is actually why I still follow the diet today. The increase in mental focus and energy that I get from Keto is unparalleled to any other nutritional intervention I have tried. This is because our

brain actually prefers using ketones for energy. This is a survival mechanism used during periods of food restriction (which is why keto mimics fasting) to keep our brains alert.

A Day of Keto

One of the biggest questions I get is what do I eat in a day. Here is an inside look:

Fat Fasting until 1 - 2 P.M.

- Water
- Electrolytes
- Adaptogenic coffee
- Medium-chain triglyceride oil

Lunch: 1 - 2 P.M.

- Eggs
- Salmon
- Avocado
- Greens
- Coconut oil

Dinner: 6 - 7 P.M.

- Steak
- Side Salad

Snacks:

- Medium-chain triglyceride oil or bar
- Mixed nuts
- Beef jerky



Since I have been following the diet for a long time, I have learned the best way to fuel my body specifically to perform how I want. The main goal for many people is to lose weight. For me, I am trying to improve the function of my brain, so I take a slightly different approach than others.

Regardless, starting Keto doesn't have to be hard. While it will take time for you to adapt to this new way of eating, and to figure out how to best tailor the diet for your needs, you can simply start by cutting out carbohydrates and eating more fat. I would then recommend educating yourself on the specifics of Keto so you can continue to improve.

For beginners, I recommend getting a Keto grocery shopping list and simply sticking to the foods on that list. That is one of the best ways to jump in and get started!

To get a Keto grocery shopping list and other useful Keto tools, visit my website: www.theketologist.com.



Alessi Bakery – *a Tampa Legacy*

For over a century, Tampa natives and visitors from around the country have trusted one Florida name above the rest to deliver delicious baked goods and specialty items. Alessi Bakery, a family-owned business now in its fourth generation, continues to remain an establishment of steadfast quality in Tampa Bay. Through years of hard work, dedication and passion, the men and women of the Alessi family have built an empire of goodness that customers can taste and feel.

The Legacy

Though known for the establishment's opening in 1912, the true history of the Alessi family began in 1905 when Nicolo Alessi arrived in Tampa from Italy. He brought with him a knowledge of fine baking and a proud European heritage that would set the stage for him to open his first bakery on Cherry Street in Tampa. From there he delivered by horse and wagon the freshest Cuban and Italian bread to his customers. Nicolo's dedicated reputation would set the standard for his business in Tampa for years to come.

In the early 1920s, Nicolo moved his family back to Italy where they operated a small bakery just two blocks from the Vatican Church. The family then returned to Tampa in 1925 to reopen the family bakery on Howard Avenue. With hard work and an insistence on quality, the bakery and the family prospered. Nicolo's European bakery knowledge was richly mixed with Tampa's Latin heritage; this resulted in Italian, Latin and American specialty items, which set his work apart from other companies in Tampa Bay.

Nicolo's sons and daughters grew up in the bakery, each adding their talent and support to the family business. John Alessi, Nicolo's

first born son and second-generation Alessi baker, continued in the proud family tradition, even earning awards on a state level for his skills at cake decorating.

Soon, the third generation of Alessi children arrived on the scene with the births of Josie, Rosie, Nick, Phil and Frances. Phil was a frequent observer of John's cake decorating expertise, watching his father spend hours on a cake, working until he saw it fit. He would ask his father, "Why would you want to continue to change something so beautiful?" John would reply, "I want to make it better. When I'm done, I want our customers to not only see the quality, but taste it too."

John Alessi never stopped striving for excellence, and his example has guided three generations of Alessi bakers successfully holding true to the motto, "Where quality rules."

The Future of Alessi

Phil continued the father-son tradition, and brought his son, Phil Alessi Jr. to work side-by-side with him as the 4th generation Alessi to carry on the family business. His journey within the family business began at the age of six, spending most of his time at his father's, Phil Alessi Sr., side working at their bakery just as his father did with Jr.'s grandfather, John.

Early on, he developed a sharp instinct for the baking process, product development and relating to customer's needs. In 2011 Phil Jr. began to remodel the bakery at 2909 W. Cypress Street, adding new menu items, a wonderful area for patrons to enjoy their meals, and a large window to watch Alessi's cake decorators create

their famous cakes. His combined experiences of collaboratively managing the bakery with his father and running the day-to-day operations of the 100,000 sq. ft. manufacturing facility have played a significant role in maintaining the integrity of the family's brand.

Phil Jr. has three sons who he expects will be the 5th generation, as they are already enjoying spending some of their free time at the bakery, instinctively following in the footsteps of their father and grandfather. He also has a daughter, now age four, who is quickly learning how much she likes visiting the bakery as well. No doubt, she too will be part of the 5th generation!

Remembering Phil Alessi Sr.

John's son Phil was influenced by his father's love for the business. Since he was a young boy, Phil Alessi Sr. had a love for baking and an interest in continuing the legacy of the family business. He was the 3rd generation successor, and as with the generations before him, was passionate about providing quality, consistency and customer service as the key ingredients to success.

He kept a close eye on the trends in the bakery industry and stayed on top of the competition. Phil Sr. obtained a wealth of knowledge in his travels and was constantly exercising his creativity to keep customers intrigued with high quality, unique products. Phil Jr. remembers his late father, "My dad had so much charisma and creativity. Most all of the product you see in our store are his creations."

It was Phil Sr.'s dream to expand Alessi Bakery beyond Tampa Bay, and he took action soon after he became in charge of the operation in the 1990s. Phil began selling product wholesale to companies

such as Publix Supermarkets throughout Florida and, from there, around the country. Phil Jr. says it was his dad who is responsible for the growth of Alessi from a hometown market to the success it is today.

Phil Sr. was no stranger to perseverance and success. When he was not watching over the bakery he was nurturing his second love: boxing. He founded Alessi Promotions, which managed and promoted over 300 fight cards for big names such as Muhammad Ali and Sugar Ray Leonard throughout Tampa, New Orleans, Nashville, Atlantic City and Philadelphia. In 2010, Phil Sr. was inducted into the Florida Boxing Hall of Fame in honor of the impact he had on the sport.

Phil Alessi Sr. loved his family, his bakery and his city. Because of his father before him and the generations he left behind, his name will forever be a Tampa legacy.

Alessi Today

Though gone are the days of Nicolo's horse and wagon delivery system, you can still feel the rooted traditions and humble beginnings when visiting Alessi Bakery. It is the old fashion kindness, refined quality and customer satisfaction that proves Alessi Bakery as a Tampa legacy. The tradition continues at Alessi Bakery on 2902 West Cypress Street in Tampa. Stop in 7am – 6pm Monday through Saturday and 9am-4pm on Sunday. For inquires about food services, catering/specialty wedding cakes call 813-879-4544.



Laughter and Light:

Insights from Visionary Photographer Jessica McKnight

Please tell our readers about yourself and your work, where you're from, and where we can find your studio and your photographs online.

I grew up in a suburb of Baltimore, Maryland and moved to the Washington D.C. Metro area in my early 20s. I currently reside in Clearwater where I live with my husband, Michael, my 22-year old daughter, Zoey, 19-year old son, Zane, and our three dogs. I spend a lot of time traveling around greater Tampa Bay for on-location shoots, but over the past 10 years I'd say the majority of my photography style emerged from the immense culture, style and sophistication of Washington, D.C.



This month I am pleased to announce the opening of my new studio located at 1433 South Fort Harrison Avenue {Suite C} in Clearwater on August 27. The space will consist of two studio rooms, a wide variety of backdrops and props including some wardrobe options, and a full hair and make-up bar. My studio will offer professional head-shots, company branding, fashion, family, bridal and even boudoir sessions.

I still do work in Bethesda, Maryland and the DC Metro area, so that I can continue to support my long-time customers and families that helped me get my start. It's also wonderful to capture seasonal photos, since the Florida winters are so mild. You can read my blog and see my portfolio at www.jessicamcknight.com.

Browsing through your portfolio of work, your style ranges from traditional portrait photography to cutting-edge fashion editorial. One consistent factor is your attention to light and contrast. Where does your inspiration come from?

I come from a long line of creatives in Maryland. I grew up with parents, aunts and uncles who inspired me with their songwriting, musical performance, painting and ability to connect with their audience. Creativity is in my DNA. Both of my parents were entertainers. My dad plays seven instruments and my mother was a bluegrass and country-western singer and artist. As a young girl, my siblings and I traveled everywhere with them and even performed at times. I played the fiddle and got to meet so many talented musicians. These experiences taught me the power of connection and how to bring out the best in others. But the life of an entertainer was not for me.

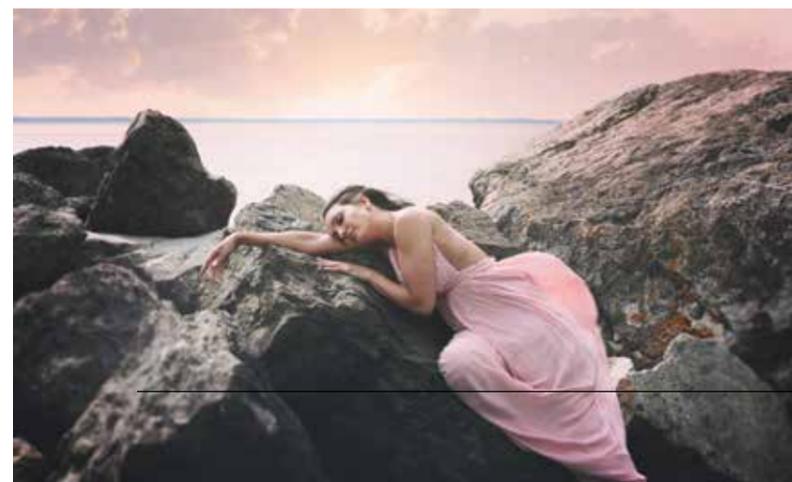


When I was twelve years old, I took my first photography class at school and happened to snap a photo of myself in a long black dress on a park bench. The sun cast a shadow that reminded me of a weeping woman and I titled it “Shadows of Sorrow.” My teacher encouraged me to submit my photo to a nationwide photography competition, and to my delight, I was awarded first place. From my very first photo, I understood the importance of light and shadows and the ways in which these elements emphasize emotion and can create impact. Just as my parents would draw in the audience and entertain, I learned to captivate with my images — whether a family portrait, landscape or high-fashion location shoot.

What are some of your favorite photos?
Any locations you particularly enjoyed?

I’ve had the pleasure of working in so many amazing places... Budapest, Reykjavik, London, Amsterdam and Oahu to name a few. This has been a fantastic year for me so far. I had the pleasure of shooting on-location in several areas of Alaska. In particular, I loved taking a helicopter to a remote glacier for a shoot. It was exceptionally beautiful. Despite being pretty slick and difficult to walk on, I was able to get it done and my subjects were just phenomenal. I always try to incorporate laughter when I am shooting; it makes everything so much better. With my subjects’ sense of humor, ability to relax and willingness to take risks with me, it resulted in compelling imagery. I’m really pleased with how that session turned out; it made me very proud of my work and gave me a great sense of accomplishment.

Another location close to home that I recommend is the C  d’Zan, the Ringling State Art Museum of Florida. Located in Sarasota and brimming with elegance, it is home to one of the preeminent art and cultural collections in the United States. The sprawling estate, with its botanical gardens, Italian-inspired architecture and Venetian gothic gateways literally transport you back in time. My subjects were thrilled with their photos. There is nothing more beautiful than a mother and young daughter shoot. I am passionate about capturing those tender memories for my families. It brings me so much joy and I love to see them year after year.



What kind of advice you could give to beginner photographers who may want to pursue photography as a career?

Well, don’t quit your day job until you’ve generated a steady income stream. Be prepared to work non-stop! Turning a hobby into a career takes determination, willpower and marketing yourself every day. Start by establishing a diverse portfolio, connecting with professionals in your community, and consistently promoting yourself on social media. If your work is good and your passion is there, people will notice.

Learn everything you can about the latest trends in the industry and develop a solid business plan with defined goals. Start out simple and stick to your budget. Photography equipment is expensive and even though you may want every lens and accessory, you need to master the basics. Read other photography blogs for new ideas and perspectives. Even though it can be challenging at times, always stay positive. I always solicit feedback from my clients, friends and even strangers to hone my skills and to keep my photos fresh and relevant. Photography is a journey- enjoy every milestone and don’t forget to fine-tune your editing skills.

Where do you see yourself in five years?

I’m glad you asked, because I have been working on my long-term business plan and there are so many opportunities I’d like to pursue. I plan to continue shooting corporate photography, families and definitely fashion, always growing my client base and expanding my business. In five years, I expect to have a full-time staff and plan to work multiple locations in Tampa Bay and Bethesda, Maryland. As new technologies emerge, I will be one of the early adopters who brings the newest innovations to my clients. I couldn’t be more excited about the next five years; it’s extraordinary what can happen when you turn your dreams into reality! I’m so glad I followed my heart.