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[00:00:00] Welcome to the eat happy kitchen club on clubhouse. Welcome to the eat happy kitschy kitchen weekly Monday. Check-in this is the Monday check and we do this every Monday from five to six Pacific eight to nine Eastern. And we do this every Thursday with Leona and Megan from the S at the same time on Thursdays.

Um, I would like to add another time to the week, so maybe we can get a little consensus if there's another time that works for people too. I love these check-ins and make me happy. I love seeing all of your faces here. Do not be shy. Please raise your hand. And, uh, Megan, I'm going to bring you up. Um, raise your hand.

I'm going to make all of you guys up here on the stage, the moderator, just in case my internet does something wonky and shanks out on me. Yes. I'm sure it always asks that about you, Ted. Why does it say that? You're, you're definitely a moderator at this point. Ted's like an old pro he's a clubhouse.[00:01:00]

That's right. Um, time and make your moderator here. Okay. We're about to get started. I just want to, I'm just, I'm just doing business now. I just want to clubhouse earlier today. Oh, somebody pinned a link. I'm going to pin a link. This is a new thing. Nathan, I'm gonna bring you up here or somebody bring Nathan up.

Cause I'm pinning a link. I am going to be starting. Wait. That's not it. No. Oh no. That is it. Goddammit paste. Add link. I'm going to be starting a sub stack. And so, uh, I'm putting that link up there. It's going to have a free component and eventually we'll have a little pay component with extra recipes that you can't find anywhere else guys.

But, um, I want to get folks signed up. Cause what I want to do is transition my email e-blast list into a sub stack. Cause here's what's. I'm trying to have the message, reach the people we're going to get to check-ins and just a second, but you know, y'all gotta suffer through me talking for a second. I'm trying to get the messages out to [00:02:00] the people and email ISP.

What do they call the subscriber like MailChimp or drip is what I'm on. Now. They send a lot of things to spam and apparently sub stack, which is a new newsletter software, which number one, doesn't charge me a monthly fee to have everybody on there. I'm able to email you guys newsletter information. Yes.

Some of it a little bit. It's going to be marketing. Hey, I'm selling this special sauce or I'm selling this thing is going on sale, but I figure since you guys are part of the core group, that's information you'd want to know anyway. Unless something's actually about to run out. I actually try not to send too many sales emails.

Cause I want to give you guys information. Here's a new recipe. Here's a product that I like. Here's a thing. Here's an answer to a question. Somebody asked this, here's a link. Here's an interview. I did, you know, I'm always trying to give out information and the problem that I'm finding, especially with this pumpkin marinara launch, I thought I was marketing everywhere and do an unlimited e-blasts and putting on all the socials.

And I still had people tell me they [00:03:00] could not, they didn't know about it until after it was too late. And so which goes to show the algorithm is definitely like segmenting stuff. Email, same thing is happening. iOS has changed things. I, you know, sending stuff to spam folders. So sub stack, apparently won't go to spam folder.

So that's why I want to start to transition everybody over to sub stack, at least to the free option that eventually I will add a paywall, like a Patron kind of thing, where you get recipes and stuff. And I just signed a deal with a book agent for. And if that book goes, it's going to have all new, completely new recipes and the sub stack will also have all new, completely new recipes.

So I'm going to, I have, you know, a bank of 120 recipes and I'm a recipe writing machine, and I'm really excited to do this and get all that stuff out there. So that's why I want you guys to be able to hear it. The other weird thing that the email programs do is when somebody goes to buy sauce and they opt out of receiving emails, which I completely understand, by the way, you know, when you buy something online, you're like, oh no, I don't want to receive marketing [00:04:00] emails that actually opt them out of my entire list.

And I'm not able to email those people at all. So it's funny because a bunch of you will buy the sauce and then you normally, what I think is a normal instinct opt out of the emails and then I'm like, oh, you'll never receive any information for you ever again, because once you opt out, it's done. So I just, I want to be able to communicate unless you don't want to.

And that's fine too. I love you all happy ides of November. Um, I'm so glad that you guys are here. You give yourselves a pat on the back. Nathan, I'm gonna make you a moderator here too. Uh, I want to start with check-ins. We're going

to start with, uh, uncle Bob Zimmer. He's making us dinner. What are you making for us?

Bob? I'll tell you, but it's but I do want to talk about what I'm making tomorrow. So tell, well, I was kind of a motivated and motivated guy today and I don't know if that makes any sense, but, um, talking to a creative depressive type. So yes, that makes absolute sense to me. Yeah. So I ended up, you know, I, [00:05:00] I pulled off the.

Uh, EBCM on my Corvette sent that in to get reprogrammed. Um, you know, just, just, just stuff to that I normally wouldn't do during a work day. Cause I was just burnt out from this constant zoom and all that. So I tried to reset and that's, I go out to the garage and tinker and that's kinda how I reset. So as part of that, um, I made a trip to the grocery store that I despise the most to get my son, the stuff that he needs that I can only get at that grocery store for a school lunch it's and.

But then I went to sprouts to get the good stuff and got some humongous zucchinis. And these things are like baseball bats. They're huge. Um, so I, I bought three, but I only did two. So I made a zucchini lasagna, uh, with your, with your sausage, which I had already made a while back. Uh, but my sauce, um, because I don't want to go through all years and run out and have to order more.

So of course, but so, so that's, what's going on right now. [00:06:00] So I have two lasagna is in the oven. One is with the sprouts, organic real lasagna, and one is the, um, zucchini, lasagna. Um, so yeah, those are, those are going to be great, but so tomorrow, so tomorrow my wife's coming back from her girls' weekend in Nashville.

So I'm gonna make one of her favorites, which is your, uh, But I wanted to do a twist because I was kind of out in the back, you know, chilling and just watching some TV on Friday. And, um, I guy for Yetis diners drive-ins and dives came on and he was at someplace that did a short rib, uh, Shepherd's pie. And I'm like, oh, that sounds really, really good.

So yesterday I bought, um, a ton of the biggest short ribs I can find. Uh, I, I S I seasoned them salt and pepper, uh, brown them up and put them in leaker, say with chapter onions and celery and bone broth and a little bit of beer [00:07:00] and, um, cook them for 50 for about three hours until they were basically cooked down to almost nothing.

I took them out. I always do bone in and separate. I separate the membrane out from the needs. It is a pain in the butt, but as long as you do it while it's still warm, it's not hard. Um, so I've got some caramelized onion in there. I've got some, it's a little bit tomato paste with some mushrooms. Um, that's been in the fridge now since yesterday evening and it will remain in the fridge until tomorrow.

So when I take your recipe book out, obviously you've got the color flour for the top. We're good there. The bottom, I'm going to do it with the short rib as the meat and then everything else on top of that. So I'll let you know how it turns out. I'm super excited about it. Cause I know that that short ribs for me, whenever I make them, they never ever taste as good the first night as they do the second or the third night.

Oh my gosh. Yeah. I mean, that's just something that [00:08:00] you'd have to be patient with and plan ahead. So I'll surprise my, my wife tomorrow with the, uh, with the short rib, uh, shepherd. And right now, we all wish we were married to you. Well, it was like you and Vinny were talking about that. Uh, polygamy, if we could do one of those.

Yeah. The sister wives, but just have Bob cook for everybody. That seems unfair to you, but fair to all of us, you know what I mean? It's all good. It's all good. But I am looking forward to my wife doing Thanksgiving out of your book. Like she did last year where unfortunately, well kind of fortunately, because my son's football team won the, uh, by district championship on Friday, which means we're moving along into the playoffs.

So we cannot go anywhere for Thanksgiving. Um, so we're stuck here, uh, with football practice and this and that. Assuming they, they went Friday, which hopefully they will anyways. Uh, so she's going to do that. And that, that should be a blast. I bought the smallest Turkey I could find. Cause I like Vinnie. I despise Turkey.

I'll do [00:09:00] it, but it's like, I get this big. Cook them and they look great and then nobody eats any of it. They just eat everything else. So I'm not, I'm not a huge fan. You know what for me, so, so Edison G has been great on most fronts, but when, when you pull the, the Chicago style, hot dogs out and you pull the Italian beef out and you pull the, when you pull the fried turkeys out, it kind of changes Thanksgiving quite a bit.

We always used to do a fried Turkey and Thanksgiving as long as, as well as a Turkey in the oven. And the fried Turkey was there's nothing left. It just got

decimated. You could still do a deep fried Turkey. And what though in peanut oil, that's all you, that's the only thing really that that's, to me, the only possibility to make it work because every other, I mean, obviously you're not going to do olive oil.

It's too expensive. You're not gonna, that'd be ridiculous. Listen, peanut. Is not the same level of devil that the [00:10:00] other omega six oils are. I wouldn't fry shit in it regularly, but if once a year you're making a Turkey, you know, if you're going to deep fry something, peanut oil is the way to go. However, don't deep, fresh it a lot.

You know what I mean? Like, yeah. So you go, there you go. Yeah. Yeah. We did peanut oil in Chicago as well. I just always thought that, you know, anything that was deep fried was regardless of what it was, was probably not the best thing in the world for us. Um, I don't know. We'll see. We'll see. I mean, it's all right.

I think it's more having the breading. If you have something that's breaded mixed with the deep fried that that's, what's really bad, but, but if you're taking the Turkey and you dry, dry brine it or wet Bryant and you're deep frying it directly into the peanut oil, that's not. Okay. Yeah, I will take that under consideration.

Cause there are still plenty of turkeys left here. I don't know what anybody's saying about shortages, but there's we can get any size we [00:11:00] want and they're they're everywhere. So our stores have obviously gone ahead and stocked up. So question any suggestions on the Shepherd's pie substituting with short rib?

You know, when you started talking about that? It got me thinking because, um, I, one thing I've been wanting to make is both book annual and it's one of my favorite all-time dishes and it requires it putting an entire bottle of wine, basically in a roast and it, and it takes two to three days to make it kind of like what you're talking about.

Like it's just not good. If you try to make it the same day, it's not going to taste good. And um, so I, if I were you, if you have any red wine open, you could probably pour a half a cup over that over the short ribs that are in there and let it kind of sit in. Juices of it all. I mean, I know you guys like wine, so that's why I'm suggesting that I might suggest something.

I might suggest a little bit of red wine vinegar or balsamic vinegar to other folks, you know, mixed with chicken broth. Um, if you didn't want to use red wine, but I know you [00:12:00] guys are okay with that. So you could do that to make it set up nice. And then when you add in the mushrooms and all those, you know, umami flavors that are in that dish, that the short ribs might be a little, even softer and more tender because of the vinegar, the acid from the wine and a little more like a buff bugging y'all you know, so I was thinking that anyway, when you were saying that I was like, Ooh, maybe I need to do a short rib, both big and yellow, which is similar to a Shepherd's pie.

You're just not assembling it into a nice casserole, which is, it's just a deconstructed Stu then reassembled into a casserole. That's all a Shepherd's pie is. Yeah. And, and, and I'm doing the Stu later in the. Well, probably into December, cause I bought a whole bunch from Belcampo when they had a modern business, I got a ton of their stew meat.

So it was that, but I was planning on actually opening a bottle of wine and I have the lasagna because it just, can't not, I will, I'm definitely going to be not drinking the whole thing for sure. Cause it's just me tonight. So I will, uh, thank you for [00:13:00] those short ribs. I'll save at least half a bottle.

Don't worry about it. He'd probably more, but thank you. I appreciate it. Thank you, Bob. Um, we're all excited to come over and eat at your house one of these days. We'll get to do that. So thank you. Thank you. And congrats to your son for moving on, on the playoffs. Yeah, well we'll definitely gotta have a meet up, uh, especially in Austin for, for Quito con.

Absolutely. Oh it's they should call it Mito con am I right? Oh boy, I am good. Absolutely dad jokes. Thanks, Bob. Um, yes. Thank you guys. That's awesome. Thank you, Bob dad got me excited. I want to tell you guys what I am making for dinner. I am taking chicken thighs and I'm going to season with salt and pepper, and then I'm going to put some pork panko on there, and I'm going to mix the pork panko with some garlic powder, onion powder, oregano, and basil, and make and crust them.

And I'm gonna fry them up in the pan and I'm basically making a chicken thigh, chicken parm, a chicken thigh, chicken parm. And I'm going to pour on [00:14:00] the, I think we have a marinara open. So we're just gonna pour on marinara, put a little cheese on there, melted in the oven. So you pan fry. The reason why I pan fry at first, you don't have to do that.

You can put it straight into the casserole dish and into the oven, but the reason why I like to do that, because it gives it a little crisp, you know, it's like nice to have that like crisp coating. Um, so I just want to throw that out. Tomorrow on Instagram live, I'm going to make the brussel sprout leak and apple casserole.

We're in this Thanksgiving mood today on the podcast. On the Monday show, I made the zucchini Mac and cheese. So you can see that. And that's also, Bob mentioned Thanksgiving being out of eat happy. They're all at the Thanksgiving. Roundup. If you go to my site or just search the words and have a Chino Thanksgiving, it'll come up.

All the recipes are there. I donated a case of wine to our Thanksgiving crew in the anticipation that I wouldn't have to cook anything. And then they're like, will you please make your wild mushroom creamy casserole? So it turns out I donated a case of wine and I'm going to cook. It's fine. I love that dish so much.

Um, it's worth it. And I [00:15:00] only make it at Thanksgiving and my CSA thought I wanted a Turkey. So they, they are going to be slaughtering a Turkey. So I was like, just give me the Turkey. I'll use it in some other way. I maybe I'll deep fry it. I don't know. I'll figure it out, Ted. How are you? My friend?

Ted you there. Sorry, I just sprung that on you thought I was going to continue talking. Did we lose Ted? Oh, we lost Ted Ted. We'll come back. But in the meantime, Megan, you're up baby cakes. What's happening is my thing not working. Oh, there's Megan. Yeah, we'll get, we'll get Ted back up here. I think he had some connection issues.

We'll get Ted back up here, but let's check in with Megan. Ted will kit, but we'll get to you just a second. As soon as we're done with Megan, how's it going? Great. How are you? Great. I am making ribs from eat happy right now. Actually [00:16:00] short ribs or what kind of ribs? What are we talking about here? The bone ribs.

I think I just got the country ribs. Yeah. Perfect. Yes. So I'm looking at the recipe now. Um, so that's what I'm doing right now. I got back on the keto train recently and I'm sh I struggled the first day, not because I was craving anything. It was because I was at a job that provided meals and there was nothing like I could have, and it was infuriating and sad and I'm, I'm need help doing that.

And I know there's suggestions of, you know, take your own stuff, blah, blah, blah. But like, I want to take advantage of, you know, the free meals that were being given for the job. So it's just, it's been rough trying to do that. And I had

like 40 jobs, so, oh, what kind of, what kind of stuff does it? You're on set, right?

Yeah, I was on set. So what kind of stuff did you have access to and anybody else want to chime in with help? [00:17:00] Chime in? Yeah. Macaroni and cheese. They have. Um, all the snacks were like granola bars and candy jars, and jars of candy. And, and then pasta for lunch every day, there was a chicken breast that I had one day that was nice, but that's like, that's the only thing I could get.

Everything else had like salads that were already dressed. And it was just, it was frustrating. You know, you, you're just going to have to bring stuff because I know on set, especially craft services and especially like they have different food available for different people on set. Yeah. And the work that you're doing, they're not going to give you the nice, they're not going to give you the filet.

You know what I mean? And, and I it's, it is tricky because like you said, it's like, what am I going to do? Choke down like four chicken. The other thing. And I get the feeling too, of like, well, I'm gonna eat for free. That's the most fun is when you work a job and you're like, I get to eat for free. Cause they have, they feed you on set [00:18:00] so that you don't have to leave and take a lunch.

So you take a real quick lunch and you eat and then you get right back to work. That's the whole thing, right? That's where they always have catering on set, which is great. And they always have craft services, which is the snacks between the catering and they make things which was donuts. I swear what they do is they buy, they buy, you know, all that stuff at Costco and they just buy like SunChips and donuts and whatnot from Costco in bulk.

And then that's what they serve at craft services. And it's insane. Yeah. And all the, all the crew guys, they're not healthy. They're not none of them am I right? And it was just so I'm going to have to, I'm guessing that's whatever. Here probably has to do, which is bring your own snacks and what's good to bring the jobs like that.

So I have a suggestion, so I actually have two suggestions. One's a little sneaky one works for sure. So that works for sure. You know, things like [00:19:00] the ultra fat, um, back when crowd cow had had their beef sticks, I loved their beef sticks. I'd always have them in my backpack. I'd always had Villa Capelli and the little containers in my backpack.

Um, but if you know, it's going to be a longer day and you want something crunchy, you know, no one ever got fat eating carrots and celery sticks, you know, and whatnot. Um, but also. If you have the ability to bring a lunch box where you can put a freezer pack in there, um, go get some more to Della, go get, go, get some, go get some lunch meat and, um, bring that, you know, the stuff that you can eat cold.

Um, and you know, maybe some baby Swiss versus some other, you know, light cheeses. Uh, if you can handle cheese so you can kind of make yourself a little almost, it's almost like packing a lunch, going to school. It's like I do for my kid every day. You gotta it's it's plan ahead. And that, and that's the real key is, is if you know, that's going to happen, then go to the store, get some stuff that can travel.

And, [00:20:00] you know, if you can deal with the, with, with the, um, the hard-boiled eggs, do that, peel them, uh, bring some salt and pepper. I always carry a bottle of Tabasco, the, the travel size Tabasco to get through TSA when I'm traveling, because I felt that on my eggs, I swear to God, everybody knows I have it.

And they always ask me for it. Um, the other thing too, is that this, the sneaky part is if, if it's going to be a long-term. Make friends with the folks in charge of the food. That's true. You make, make friends with them. Trust me. Things will start appearing that you just hadn't even know were there. They will give you, they will give you what you want, but you've got to really suck up to them.

It works. That's my security. Thank you. That's I mean, that's great. Those are great suggestions. If anybody else wants to raise their hand and come up and talk about this, come join us. I'm Megan. Yeah, I agree. If you're on a long-term thing, you're going to have to work around it. The other thing that I've done, like when I went to go shoot that at and T commercial here in bringing somebody up, um, [00:21:00] when I went to go shoot that at and T commercial and it was in the middle of COVID and I CA I was doing carnivore in the middle of it.

And so I was kinda like, I don't even know what I can get, but they said you have time. If you are at a later call time, they're like, you have time. You can go get lunch. If you want to, lunch is going to go on till three, you can go down to catering and get lunch and eat lunch. And then I was kind of. I, when you're in ketosis, if you have to skip something, it won't feel as bad.

You know what I mean? So I kind of looked at it like, you know what, I'm just going to do. I had my bacon and stuff for my breakfast and I skipped and didn't

have anything until 10:00 PM that night when I drove home and had a piece of salmon and, uh, Hailey, I'm going to mute you, honey. Let's see. All right.

All good. Just there you go. Um, so she's new it's all right. Everybody trusts me. It's not intuitive when you come up here on clubhouse and then you're like, wait, what? Where's the [00:22:00] mute or do what I do, which is I knew it myself when, I mean to mute myself or vice versa, but sometimes you can look at it, like, obviously you're not going to not eat for three days.

I'm not saying that, but if you have like a quick day or something and you're like, I don't have snacks, it's not a good thing here. I have no problem in doing a voluntary. You know, or just having a couple chicken breasts and being like, I'm going to separate my brain from this. Like, if it really matters, if not, you just have to pick around stuff or bring like what Bobby said, bring stuff.

Cause some sets are better than others too. Yeah. So is this a travel to set or are you commuting? Um, I, I commute. It was just, um, I'd like a three-day shoot that was in towns. Okay. So yeah, so, so definitely the plan I had bring with his or so when I do, um, or when I used to before COVID do these conferences, um, in, in other towns where it's to travel to, um, I'll, I'll typically get up [00:23:00] extra early and find the best breakfast I can.

And by that, I mean like, like, like I don't have any just posted about it, but like I get a Western where you can actually go and talk to the folks that are making your food and say, Hey look, can you just cook that in butter, please? Instead of the crappy oil with a fresh pan. I'll get up extra early so I can eat a little bit more than I normally would.

So like, like Anna said, you're going to fill up and not need to eat the lunch. And I gotta tell ya, I I've, I've done that religiously. And some of the cities where I know that these guys are going to go to lunch and it's going to be just the, the bar food and just the, the garbage where they're going to have it.

I, my guys liked me and my team because I never do working lunch. I hate working lunch. It's always garbage. It's terrible. It's terrible, terrible, terrible food. So if you know, that's going to happen, then as long as you've got that time in the morning, just get up and extra early, extra early and go down and just indulge a little bit more in breakfast, eat more than you [00:24:00] normally would.

And it will definitely carry you through to dinner for sure. I like that. Thank you guys. Um, I was thinking I was so frustrated by the third day I was gonna pick,

uh, a mass recipe from E happy and just make it for the entire crew. Cause that was the only one frustrated it was junk. If you do that, you'll get invited back to the show.

Make sure you get the second a decent food too. Yeah, it's definitely a thought like, Hey, I brought, you know, keto food for everybody here. You're welcome. But that was like a hundred people. So anyways, that's exactly what I needed to hear. Thank you guys. Thank you, Megan. And Megan's gonna help, uh, in the future, she going to help run these clubhouses and, and I like you asking other people for tips.

So if you guys want to chime in on stuff, so thank you Bob, for that. Um, Ted, let's try again with T there he is. Hey, how are ya? Good. I'm just an idiot. That's all just hitting the wrong button. Well, oh, but you, then [00:25:00] you cut out and came back in. So I wasn't sure, but you're here now. That's the important.

How's it going? Um, uh, it's awesome. It's awesome. The Rocktober thing is continuing now. Now I'm committed for six months. I found out, uh, we had found out from your own self, from my doctor, from your doctor. Okay, good. It just happens. I had an appointment set up every six months, blood work, yada yada, and uh, asked me what I was told when I was doing, you noticed a little bit of weight loss.

So he said, what are you doing? I told him, he said, oh, that's good. He goes, well, here's where you're at now. And then he gives me the, you know, if you'd just get to this point and he gave me some parameters to hit, and he says, uh, of the four medications you're taking, I'll take three away and I'll take the last one and cut it in half.

And I said, oh dude, it's on now, it's on now. I got a goal. So, so now I got to hang in for six months, which is yay for me. Right. I win. [00:26:00] That's kind of cool.

Well, I was heading down to three month thing. Remember I told you, I heard from Ken Barry that he thought it should be three months. So I was already kind of leaning into three and then this just, okay, now it's six. I'm like, I'm good. We'll just keep going. Uh, actually it hasn't been that hard. It's the other thing I've noticed is I used to white knuckle this stuff, and I'm not, I just, if that commitment thing again, I think where the temptation like left, it's gone, I can sit across someone eating fries in a, in a dinner and I'm not even tempted that.

I think it's the decision to, I kind of characterized sugar now as a toxin, the poison, as far as I'm concerned. So I don't want to drink bleach and I don't want to eat sugar kind of thing. So that kind of helped. That's helped a lot. So that's been really good. Oh, thank you. You're speaking to recipe. I bought my last [00:27:00] thing of sauce and it came with a recipe card for the, uh, uh, sausage and egg and marinara.

Um, I forgot what it's called thing is that the Vinny's crime? The Basler chili? No, the other one, the eggs poached in marinara. Yes. Yes, yes. Except I had run out of marinara, but I had a puttanesca, so I thought, all right, gotta be just as good. So I did it, I did it with the puttanesca and it was fabulous.

It's awesome. So, thanks for that. Love that recipe. Thank you for plugging. You're basically plugging the sauce and I appreciate that by the way, by the way, most of the sauces are interchangeable with the recipes. If you see something and you're like, what if I tried the chicken parm with the boudin ASCA?

Great. What if I tried the chicken parm with the pink crema? Great. What if I tried the chicken parm with the pumpkin marinara? Do it like knock yourself out. It's you're not going to make a bad choice. I thought that's what I was kind of thinking, but okay. Now you mentioned that I was wondering, Hey, what would this be like with the.

Would that work still? I [00:28:00] think it would be divine with eggs and the crema. And then some, maybe you do some fresh parm over that. Woo. With the, uh, it worked with the puttanesca. Oh, I did the, yeah, I got a great fresh parm on top too, that I found that out. I saw it in the, your notes below and one of the suggestions and I did it the first time with a half a bottle of sauce.

I did like a half recipe and I didn't see it. I saw I ate, it was great. I thought it was just fabulous. And then I happened to read that and I thought, oh, that's what I didn't do last time. So the second time I added and then it was like, oh, okay, there you go. That's it graded parm on top after you get done.

That's amazing. By the way, I will keep, if I have like a little corner, like a little smushy smidge left of sauce, I will keep that to put on eggs. Like as if I'm putting a dollop of salsa on the eggs, you know what I mean? Like I will. Oh yeah, it's good. Like don't waste it. Use it. Use that. Use your babies batch.

To a salvage, all that you can get your money's worth. I get to the end of the jar. I take the [00:29:00] butter knife or the spoon and get in there and just like, yeah, let's collect all of this. This is not going to get recycled. It's going, it's

going through me. But they, yeah. They're, they're great. I just got, matter of fact, I had to just get a new order of sauce recently because I had gotten down to my last bottle.

So love it still. Oh, that's the thing. I didn't even notice this. Thanks for making me famous. I noticed on your page, one of the customer, uh, endorsements or comments is mine, so that's cool. Did you write a review? Did cause oh, well that's why, because you wrote a review. Thank you for doing that. No, thanks for putting me out.

I was like, oh my God, I'm famous. Nobody knows me. But, um, but I know him. I know that to me, that's like, oh my God. That's great. Yeah. I forgot what I, oh, something. How good it was. And then it's my go-to sauce. It's had the, well, thank you for taking the time to do that. And thank you [00:30:00] everybody in here. Who's taking the time to do that.

I appreciate that makes everything better. Those are those, all the sauces are just there. All three of them are phenomenal. I don't really have a favorite now and take that back to grammar. Okay. Sorry. I do have a favorite, but they all work. You're right. They're great. And the rest of it's going well, so that's all I got.

Okay. You know, Ted, you made me think of something when you were talking about redefining sugar as a poison, like the, in the same category as bleach and not having to white knuckle it anymore. And you know, we talk a lot every week, week after week about where we're tripping ourselves up with our belief systems and getting your definitions straight are very, it's a crucial part of the process because if you define that particular food, As your key to feeling better in the moment or feeling less ordinary or feeling happy because you're sharing joy.

You know what I mean? If you associate that particular food that might be making you sick as something that's a joyful thing [00:31:00] or something that makes you feel better, a comfort food, then it's going to be really hard. You are going to white knuckle because you're going to be at odds, your heart, literally can't take it your heart and your head will be at odds.

You know, it's your drug. It is. And then when you redefine things like, okay, when you're really able to look at it and I love what you said, I'm going to repeat what you said for the new folks. When you first came back, right? You were like, I've had 60, some odd years of doing it the other way. Why don't I just give this a go and really commit to it?

And that I could tell you had gone over the speed bump. Like you weren't going to white knuckle, you were in it to. So, yeah, I wasn't sure yet, but you're right. Looking back. That was, that was it. That was the moment. You know, if you look backwards, I act for me at least. And I, cause I've heard like Vinny head of mine recently, Dr.

Robert Cyprus, who was real big on everyone should follow him on YouTube and watches, YouTube [00:32:00] videos. He's he's great. He got me thinking about that whole addiction thing and that whole piece and yeah, so somehow I was able to mentally make that switch to this. Isn't good. It doesn't make me feel better.

This, this shit's killing me. This is, this is horrible. This is, this is radioactive. I got to not eat this crap. It's going to kill. And that made, that took the white knuckle away to suddenly I would that definition. I don't want it anymore. I don't want anywhere near me. And it's made a big difference.

Listen, we, as humans set expectations to things and expectations are. You know what I mean? Even doing, even doing something good for yourself. If you're setting a certain expectation, I need to have a certain result by a certain time. Generally, if you go back and you look at what your definitions are surrounding, the thing, what's your definition of success surrounding nsng, what's your definition of success surrounding money surrounding relationships.

If you look at your definitions and you see what they [00:33:00] are, generally, if you feel disappointment or white knuckling or rage that you have to eat this way, that's not fair. Like the temper tantrum, I call it, which we've all gone through those fins. That's not fair. I shouldn't have to do that. You know, everybody else gets to eat what they want and I can't have the pizza pie, you know, Thanksgiving through Bubba and, and it's, it's all comes back to, you're defining it as being something that you need in order to feel good.

You're defining your expectations. So change your deputy. I changed was my goal to change the definition. I changed my goal also because they started with, I gotta lose weight. I have, this is all about weight. This is all about weight. This is all about having gone to the doctor and looked at the blood work.

I said, no, no. Who gives a shit? This is about metabolic health. This is a much bigger goal suddenly. And that helped to having a bigger, why? A [00:34:00] better, almost like a better why than just these everybody's trying to lose weight. So what big deal? No, get healthy. And you guys talked about this on the podcast all the time, but it kind of slipped by until I really thought about it.

I, no, that's, there's the key, you know, total metabolic health and weight loss, weight come with it and everything else will happen. Okay. I, I love this subject so much because again, Talk about reframing your definitions, your you're going from, you know, being ground level, very myopic to going up to 40,000 feet and seeing, you know what I mean?

And that shift in perspective really, really helps. And I don't know if this Friday show came out yet that I did with Vinnie or if it's coming out, but it might be a little divisive because I talk about that because there's a lot of, you know, we then want to define everything with diet mentality. And if you're losing weight, if you go into it with losing [00:35:00] weight, nothing wrong with losing weight, listen, vanity gets a ton of people in the door and I want to get people in the door, but it also will cause people to, if they don't have that new deficit, if they don't create that new fold in their.

It might cause him to just white knuckle and then they disappear for a while and then they come back when they're ready to do it. You know what I mean? Yes, yes, absolutely. And so the, the you can't like then apply diet mentality and weight loss mentality to it. It's like it has to come from a very like holistic place.

So I know we're getting granular and woo, but that's literally my favorite thing to do so, too bad. I love it too. I'm with you. That's awesome. Thank you, Ted. Thanks. I appreciate you being here. Good. Check-in um, yes, I will post a link to, to Dr. Rob YouTube. He was on the recent Friday show with Vinny. I think it was this Friday show.

And I'm going to be on the next one, talking about Diane mentality. I love Rob Seiver's cause he's super relatable. He's just a cool dude. And he he's a doctor [00:36:00] and he sees a lot of patients. And I just, I like to listen to the people who see a lot of patients, you know, it just it's, it's good. Um, and it, for me, I'm not a doctor, but I, I listened to a lot of people and I hear what folks are saying, and I hear, I read the posts and the things, and I know what we're all going through.

And, um, so I'm glad that you guys are here. It just, it makes me come back to that. Ty, what's going on friend. Oh, huge Aloha everyone. So let me just for those who don't know, I live in Hawaii. I'm not just that. Uh, so first of all, let me just a second. When Megan said, because I spent 15 years in the video game industry every Friday morning, there was bagels, you know, um, when we got to small studios, there was bins or red vines, there were all this crazy stuff, man, I get it.

And by God, when it is in front of you, it's so hard, not just, you know, [00:37:00] cause I used to always sculp Wells have one or two bread vines a day. What's wrong with that? Well, it turns out, you know, gaining 10 pounds us, what's wrong with that and just increasing that sugar. So eventually I did start bringing my own food.

I get it. It's hard. And when you're being served stuff. Um, I did learn how to pick that apart and, and, uh, you're just not going to be perfect if you're going to do that, just to understand there's going to be sugar in the salad dressing there's going to be, this is three days. It's okay. You know, if it's going to be longer, you may want to rethink it by totally get it.

And, and Ted, I just want to second what you said. Um, you know, look as a trainer, you know, a lot of people come and they go, I wanna lose 20 pounds. All right. Well, That's cool. That's great. I I'm thankful you're doing that. And like Anna said, it's getting you in the door. Appreciate that. But at the same time, it's like, let's look at the overall health and behaviors and all that kind of stuff.

So, [00:38:00] um, let me get the food out of the way, and then I'm going to revisit this. So first of all, I did try the, uh, I'm sorry, not almond joy. What is it? The mound. So basically coconut covered in chocolate guy. Yeah, guys, I'm sorry. They need a teaspoon of sugar. They just do. So the first experiment. Good. Not great, but good.

Um, second of all, uh, this is a Italian week, so Anna, I'm making a marinara man. We're doing, oh, it's going to happen in spades. So it's going to do a little book, poor thing. You have to make it all from scratch because we can't ship the Hawaii.

I do. I'm making a big batch actually. I'll probably do it in about an hour or so after my walk and, and get all that done and then list out old madness. And after my walk I'll make them our narrow. But, um, right. So that's happening. And then, um, one big shadow [00:39:00] to, if you're not in the E happy cookbook Facebook group, uh, get there, man.

Cause I, I kinda threw out this idea, this wild idea I had of, you know, I'm, I've, I've spatchcock the Turkey the last year or two years, something like that. And then, um, I thought, well, I've got this Trager. Let's, let's get some advice on how to smoke the sucker. And uh, everyone just chimed in with a lot of really great suggestions.

So if you guys aren't on that group, man, go read through it. It's. Just fantastic. So Ty, can I say something today? I made a post, like what's what kind of grill do you have? Do you love it? Do you hate it? What grill envy do you have? Uh, it got like a hundred respect. It was great. Like, and now we have a reference in there.

If anybody's ever researching a grill search grill, you'll get all the information that you need. It's pretty amazing. It's a great group. Right? And you don't even have to sign up for consumer reports. Like I should give out my consumer reports log in that I paid for a year ago that I only used by a washer.[00:40:00]

I can't leave that paid for that. I won't do that. That's illegal. I love, I love my consumer reports. I really do. It's a huge secret. I love it. I love reading the magazine, even though the wrong half the time. I love it. Um, so, and then, um, so this is kind of leading me back to, uh, something I see often as a trainer and see as someone who is dealing with their anxiety and all that kind of stuff, which, um, if you guys don't know, I do deal with anxiety on a daily basis, I'm in therapy, all that kind of stuff.

But one of the things I want to talk about too, is is that, you know, especially addressing Megan is, you know, listen, um, don't forget to love yourself and be, you know, you're going to make mistakes, guys. I, a little can of Pringles yesterday who cares, it's fine. Life goes on, right? I'm still 155 pounds and whatever body fat, I don't care.

But one of the things I've been really learning is that you have to love yourself and part of the journey of. Wow. [00:41:00] I'm giving up all these sugars, grains, giving up all these bad foods. All this processed nonsense is treating myself well. And if I make a mistake, don't beat yourself up. Don't do it. It's not productive.

Okay. So it's something I've struggled with my entire life. Excuse me. Um, I got my COVID my booster COVID shot today. So I'm a little loopy. I'm sorry. Um, but I just want to reiterate that because I know a lot of people do they go, I had a doughnut today. I'm going to, you know, and you're going to beat yourself up, please.

Don't do that. Just you had your donut, you had your way. Move on it's. Okay. And be kind to yourself, right. Treat yourself well. And eventually that's just going to come out in your food because it's your life. You are going to understand like, oh, you can positively reinforce yourself. Like I had a great day today.

This is great. Or I had a great lunch today, or I had a great dinner and that was awesome. And then you continue that habit and I want to encourage you whenever [00:42:00] you do something good like that to absolutely go back and just go. Yeah. You know what? That was really good. That was really positive. And if you kind of just even write them down, like I have my notebook to no joke, three inches to my right, which also says ideas on making nsng Rubens, but either way, write it down and just go.

I did this, I feel positive about this. I feel good about this. And I'm going to kind of praise myself about this. So here we're to, you're going to screw up once in a while, guys, but I want to reiterate as a training. You know, I've seen a thousand times peoples go, I felt so bad. It was so terrible. It's no, it's not.

It's okay. It's fine because we're not perfect. I'm going to trip and fall on my face once in a while, I'm going to, you know, make what, you know, I'm going to throw, you know, uh, uh, I'm going to, uh, you know, let a slider just dangle in front of home plate and it's going to get ripped for a double like that.

It's just [00:43:00] going to happen. So it's the same thing in diet. So please, please, please just go, moving on, made a mistake, moving on. And uh, that's, that's kinda all I got now, unless you guys want anything more, but to yourself, it's true. Right? And I'm, I have always said you eat the donut and line up with eating the donut or don't eat the donut and line up with not eating the dome.

Where we're torturing ourselves is we eat the donut and they're like, oh, it's done that. And then you're just literally putting a rip in your nervous system in your brain, in your heart, like you're emotionally torturing yourself, or you don't eat the donut. And you're like, God just want to eat the donut.

And it's like, you got to decide you, you, you, you know what I mean? And, and it's in the moment it's an in the moment decision every day is like a new in the moment decision. Sure. I mean, and [00:44:00] we have to be honest guys. We have one Krispy Kreme here on Maui and actually it's the only one in the entire state.

And it was about eight blocks from where I got my booster shot and I thought going into it, I thought, you know, I'm going to reward myself. I'm going to go get one of those nice, like one original glaze, one apple. Call a day and I didn't. Um, but you know, I thought if I did, I'd be fine with it and you know, life goes on and here we go.

And it's totally fine. So just really, like Anna said, just go, I'm going to do this today. That's totally fine. It's just, I'm going to make this decision live with it and be done with it and then move on. And by the way, some of the time. Yeah. And you'll get right back on plan. First of all, second of all, you'll just be like, Eric.

I did that. And either I feel like shit or I'm happy I did it. Okay. Off you go. So that's kind of the trainer advice for today. Just be very, very kind to yourself. You know, don't reward yourself, but just [00:45:00] write things down. It actually really helps in this, you know, get those positive neural pathways, going, get those positive feelings going, going, you know what?

I, I did great six out of seven days, right. A great 20 out of 25 meals or whatever. And just, you know, don't reward yourself, but just feel positive about the accomplishments you have and don't dwell on the negative stuff. And guys, it's taken me 46 years to learn that. And it's, I'm still learning. I'm also still not learning how to, I'm still also learning how to not hang a slider.

So that's awesome. Ty, thank you so much. And yes, I agree. Um, sometimes actually eating the donut and then feeling like shit afterwards is part of learning. I'm talking about physically, like having re eating the donuts. Seeing what the physical response is, or maybe the doughnut doesn't taste as good as it used to.

And that's also part of the process of learning and that's that's okay. Like, Nope, nobody. I say this till I'm blue in the face 100% of people eat sugars and [00:46:00] grains again, after going in S and G 100%. So just arm yourself and know, and just, you know, be emotionally prepared. It's all, it's all part of the journey.

And by the way, the questions have already started from the new batch of folks who've been here this year. Cause I posted the paleo pumpkin pie and it was, you know, I thought we weren't allowed to have sugar and I'm like, oh, here we go. What Vinny and I are trying to teach is something that's lifestyle based and not diet mentality.

And it's okay because people don't know, they just don't know. And so they're like, well, what is it? I thought I was supposed to have coconut sugar. Well, you're not until you do you know what I'm saying? It like, it's, it's a really. Gray area situation to live in. And that's hard because we've, we've determined that dieting is black and white.

It's non-binary I mean, no, it is binary. It is binary. I, I don't, I shouldn't use fancy words cause I don't know what they mean. Uh, but Ty, thank you. And I want to get to Nathan, but I also want to say on my Instagram profile is a live video of me [00:47:00] making Ruben shuffles. So there, if you want a Reuben Chopel there it is.

There it is. Yeah, they're real good too. They're real good. Nathan, how are you friend? I saw you looking cute. And your friend Quito friends, giving photos. Oh, was that adorable? Yes. You were adorable. Well it's Monday. So, you know.

Yes. Uh, Monday's one of my workout days. Um, but yeah, I, uh, I just got back literally, well, this morning, technically, uh, from PIDO friends, giving, I drove down to Memphis, it was a 12 hour drive. Um, so I, uh, went down there and, uh, Judith from Peto, from the soul and clubhouse. Um, she put that event together and it was spectacular.

Um, everything that they served was keto friendly. There was no sugars, no grains. Um, and, uh, it was just absolutely delicious, every single [00:48:00] thing. And the one thing I thought that I wouldn't going to enjoy that I agreed that I would try everything. Um, I actually enjoyed it and I'm kind of questioning myself cause I've pretty much all my life have not.

Um, I've not enjoyed cucumbers and this you're probably familiar with, with the Susanna, it's called an English cucumber. Do you know what that is? Ah, maybe that's why, so this was made with an English cucumber, and I've got to do more research on those. Cause I actually enjoyed this thing. It was like a, it was cucumbers and cherry tomatoes and peppers and, uh, fettuccine, I think some kind of oil or something.

That's called a Greek salad. My friend, you had a Greek salad. Congratulations. They had a different name for it. And you made it, I don't know if you're familiar, familiar with, um, Abby from house Akido. Um, but she's the one that made it, so that's awesome. Yeah. Um, but yeah, everything, the Turkey and everything was just awesome, man.

And if [00:49:00] you ate it, you would never know that it was made for like a, you know, a keto consuming audience at all. Um, everything had just tasted like normal Thanksgiving food. Listen, I worked in catering for years. I it's, it's making that volume of food for that volume of people is really incredible that they pulled it off.

And so I'm so glad. Yeah. Yeah, absolutely. And the other thing too, Judith from beautiful soul, she whipped this up in like less than two months, which is mind boggling. So I actually helped her with a grocery haul on Friday night because I grew up in a grocery store. My parents were partners. So, um, I'm one of the very few men that's very familiar with where things are in a grocery store or in a Costco.

So it's like my superpower say emailing a lot of grocery buyers. They're mostly men. Oh yeah. There's a lot of dudes, a lot of grocery bros, which is cool. I just didn't realize it. I was like, it's so funny that women go to the grocery store, but men run the grocery store. Yeah. Yeah. Then, you know, they, [00:50:00] uh, women make, um, most of the purchasing decisions.

I think it's at least like probably around two thirds, if not higher. Um, and probably groceries. It's probably even a little bit higher than that. I would imagine. Well, I was at the grocery store today and it was full of us house for house. We were all going around. Getting our things scoot and about. And the only men in there were the older retired men.

Yep. Yup. That's how it goes. But yeah, so that, that event was wonderful. Um, I got to meet a lot of people. Um, there's, uh, Vinnie was the one that started me on this journey when I watched Fattah documentary. And after I watched that documentary, I started doing my research and then involved a lot of videos from Dr.

Ken Berry, uh, who I had the pleasure of meeting with because he only lived about an hour and some change away. Um, you know, his wife, Nisha, they moved, uh, I think he's the way he explained it. They lived halfway between Nashville and Memphis. Um, so I think Nashville is kind of in the middle-ish part of Tennessee.

And, uh, Memphis is kind of like on the Western corner of the state bordering [00:51:00] Arkansas. Um, so, um, but yeah, he was there. And the one thing I have to tell you about, um, Dr. Ken Berry is what you see is what you get, like the way he is presenting himself on the videos is how he is in person. And he's actually truly interested in talking to everybody.

I saw him basically almost have a conversation with every single person at the event and have them, and they listened to every single story. And, you know, there's probably a lot of parallels and crossover, um, with that event. And, um, but he was just truly fascinated to learn about, you know, what people had done

and, uh, um, but yeah, just a very down to earth, individual, uh, very kind and, um, very tall.

He can't believe how frequently Talia is. He's like 6, 3, 6, 4, somewhere in there. It looks like a lumberjack. Um, but, uh, um, it was a pleasure meeting him and I thanked him, you know, cause a lot of his videos helped me start on my journey and um, you know, hopefully I'll meet Vinny one day and your self Ana, um, speaking of which are you going to keto con and [00:52:00] Austin, are you thinking about it?

Yes, I will be there. Okay. Um, I'm 98%. Sure. I'm going. So that's giving, cooking demo. It'll be fun. Yep. So, um, if I don't connect with you before, then, then at least we'll have at that point, but it'd be about a halfway half year away or so. Um, so, uh, yeah, that was just, it was an awesome event. Uh, I got to check out greats land while I was down there.

Um, saw some of the studios where a lot of people recorded albums. So I did a little bit of a touristy thing. Um, but I really got to hang out with the people in clubhouse. So that was the other added benefit and just sit and talk with them face to face. Like instead of just having these little profile pictures on an app, um, and you know, it's great to have these connections, but it's just another level to, um, to have this connection with people and, um, just be able to take off with them and in-person laugh and enjoy time with them.

Also just P be with people who were really excited to be in this lifestyle and [00:53:00] really enthused. And it's funny, we all went out to cheesecake factory block afterwards the next morning to get breakfast. And, oh my God, the waitress probably had a heart attack trying to deal with all our orders because we all wanted eggs and like, want to make sure there's no pancake batter in them.

We, you know, we're saying, can you crack the eggs? And so we were really particular about how it was prepared and I'm sure her, and they still screwed it up, but whatever it was fun just to be with them. Um, so, uh, yeah, so that went on and, um, I would say the reason I was asking about these events and I was, I'm just desperate.

Why meet you? And hopefully Vinnie, I'm guessing Vinnie might try to get out there, hopefully. Um, um, I know you can't speak for him or maybe don't know, but, um, yeah, I'll, I'll try to catch up with him at some point, cause I'd like to thank him as well. Um, and, uh, The, uh, but if you never make it onto these

events or, you know, and it's whether it's nsng keto, low carb, whatever you have, it's [00:54:00] it just really jacks up your enthusiasm?

Tenfold. I was so fired up that I started to clubhouse on it on my end, just with all the people who were there and maybe some people who, uh, were, were in our clubhouse community, but weren't there just to kind of share with them how exciting it was just to be in the presence of these people. Um, but I'd really encourage you to try to seek out one of these events because it, it just really keeps you on track and keeps you motivated and, uh, and it keeps you focused.

Um, and, uh, one last thing I know you're getting close to wrapping up here, so I'm going to end with this. Um, I actually had somebody, oh, and the other thing too, two things real quick. Um, I know I had talked to you the last couple of times. My weight had stalled. Uh, literally the next day I stepped on the scale and it was a pound and a half down from our last check-in.

So, um, I'm now two pounds down from last week. So.

Right. Well, yeah, that's the way, the way drop was before that. So, um, but, um, either way, uh, it just kinda goes to show [00:55:00] you that, you know, you just don't take the way thinking too seriously, you know, don't, if it doesn't drop in like a week or two, it's not that you're not doing something wrong, it's just your body's processing it.

So just be patient. And I know it's hard to, especially me. I've got like a little, a little over 20 pounds to go and I'd like to lose it all yesterday, but it doesn't happen that way. Um, last thing is, is, um, I, uh, had, I was actually approached by somebody last week, probably around the time we had our last check-in and, um, somebody who I really admire who I, one of the first people I admire in this space and there do they do some coaching with me as well, um, with some food addiction and I, I can't quite make a public announcement yet, but, um, I'm in the process of partnering up with them.

Um, and, uh, and, uh, going to. We having that event, are we going to be having that partnership with them? So I'm really excited because they're really not just the ketogenic lifestyle, but they're also really into [00:56:00] like food relationship and food addiction issues. And I'm just super thrilled about how that's going and I'm looking forward.

Um, I will be making an official announcement on my socials, um, as soon as they, I want them to be able to have the first word. Uh, but if you want to save

posts that you can follow me on my socials, uh, or I'll have it at the next check, check me. So thanks for the time, man. And you have a great week.

Amazing Nathan. I'm so proud of you and you know, the food addiction and all that stuff really is a close issue. That's close to my heart. So I'm very excited to hear what the announcement is going to be. And yeah, everybody be everybody follow each other here for sure. Um, I love that Ken Berry is awesome, cause that's always great to hear.

And the number one. Fun thing about Kita Las Vegas was meeting you guys who were able to be there. That that obviously was like the entire driving factor of being there. Um, I keto con in Austin, in June, I believe is a go, I talked to Robin a couple months [00:57:00] ago and it's a, it's a go. Um, so, and I'm pretty sure Vinnie is going to be there.

I mean, I can't speak for him. I'm pretty sure if he's going to be there, I'm going to be there. I mean, barring, I know that, I know that Robin does not want to cancel again, cause that was a disaster last year having to cancel. And I know we, I know we all did an online event, um, so that the people who bought tickets could have something, but I hope that you guys can make it out.

I'm excited to go to Austin. Cause I've never been there. I'm going to eat a ton of meat. That's I mean, yes, I'm excited to meet you guys, but I'm also excited to have some Franklins. So, um, it's going to be really fun and I, I am so proud of all of you. We lost Haley here, which is a bummer, but next week I want you guys to check.

Uh, tomorrow, like I said, I'm on Instagram, live two 30 Pacific, five 30 Eastern. Join me over there. I'm going to be making the Brussels sprout leek and apple casserole and talking about all different Thanksgiving Eve kind of things. It's almost time. And maybe next Tuesday, I have to make something Thanksgiving Eve as well.

We talked a lot about the sauce. Thanks, Ted, [00:58:00] for bringing up the sauce. We, we have 100, two packs of marinara left. We have about 252 packs of puttanesca and pink crema each left. I hope my guy, he says that he could make, he could cook again on December 1st, which would give us some cushion to be able to ship stuff.

So it gets to be before the holidays provided he can get tomatoes is what he told me. Supply chain. I don't know if anybody else watch 60 minutes last night. It's frightening. I'm one of those things. If you did watch 60 minutes on the supply

chain stuff last night, and you saw those containers that are just floating out in the ocean, one of them contained smoked paprika, which is what we've been waiting on for months to be able to get ahold of, to launch these spices.

And then my co-packer just required the spices at a 250% price increase. So we are going to have to find a new co-packer, which is a huge disappointment and a huge, um, wrench thrown into the works. So, um, we're still working on that, but [00:59:00] sauces sauces are good to go. We'll we'll keep selling them and hopefully Michael, keep making them, um, thanks you guys for the support.

I still have copies of eat. Happy to hear. I can sign and send 25 bucks. Just message me. I'll give you my Venmo. And, uh, and like I said, this link at the top is the sub stack. I'm going to move my entire email over to the sub stack. Just sign up for the free thing. I'm not going to send anything quite yet, but just.

Cause I'm going to be making a big push for that. And, uh, I'll ha I will post this. We have the show notes going, thank you everybody who participated, Bob, Megan, Ty, Nathan, Ted, you know, Haley for just being up here on the stage. Thank you for being out in the audience. You guys, you know, I love you guys so much.

And also to hear this is a nutty, this is a nutty nut job idea that I had. Cause I was like, I want to get the sauce to the people. I'm having a hell of a time getting into grocery stores. Like for example, turn up truck in Nashville. Here's the irony. The sauce is manufactured in Nashville, right outside of Nashville made by a guy named Mike Weeks.

Who's awesome. [01:00:00] He's a big fan of the show. He lost 80 pounds cooking out of my books. He's a food manufacturer does an amazing job. As you can tell what the sauce is. It literally tastes just like my recipes. We go back and forth. We have a whole process. I love this guy makes the sauce. They're amazing. And.

So he makes it in Nashville. It is fulfilled from Nashville. So when you order it it's shipped from Nashville. So if you're on the east coast or in south or in the Midwest, you're going to get it faster than all of us on the west coast and turn up truck in Nashville, which is this awesome store that I love.

They love the sauce. They want to carry the sauce, but they're like, we can't carry the sauce until you have a distributor and a distributor won't sign us until we have at least 10 to 15 retail accounts. So I'm working on. So, you know, it's

not a, cat's on an impossible situation, obviously I'm going to get through it, but it's going to take some time.

So I thought to myself, Would it be really fun to have, like, it's like the Oscar Meyer Wiener truck, but instead it's like the sauce truck and I just literally want to drive across the country with sauce and books and just be like, Hey guys. And [01:01:00] it's like, if a fan is living in Albuquerque, maybe they'll let me park in front of their house, the sauce truck, and be like, Hey, come to this address.

We're all going to have a quick meetup say, hi, bring food. If you want to bring food, you know, wear a mask. Or if you're, you know, if you're, um, feeling sick, don't show up. But you know, it just dry. I don't know, just a thought that I had, I thought it would be really fun. And then eventually make it over to these coasts.

Yes. I interrupted that. I'm a grocery son and I kind of grew up in this industry. Are there like certain distributors that you're trying to target or, um, I mean, you're always trying to target everyone. I, I understand that, but this, this thing with the, you know, or you need like 10 people. You know, is there anything that we can do on our end or, oh, I appreciate you saying that.

Yes. Well, the, the big ones, the thing is you NFI and K he have kind of taken over most of the space. I am with an indie distributor in so Cal and Arizona. So, and even then I'm, I'm constantly emailing the, the buyer saying like, Hey, we now have distribution and trying to get them to write back some, do we send samples?

It just, it's [01:02:00] a long process. It takes a long time, but yes, uh, I actually have@eathappykitchen.com. There is a grocery page, grocery locations page. You can see all the places where carried and if you live nearby, please go support those groceries, obviously. And, or you can also fill out a form that says, what's your favorite?

We're focusing mostly on the co-ops the small chains, you know, like the bougie fancy grocery stores, the, the ones who would be open to taking on an, an, an independent, you know, um, We're not going to jump into Kroger right away. We're not going to jump into food line right away, as much as I would love to do that, we wouldn't be able to even scale.

If they gave us a PO for 30,000 units, we would be screwed. Like we couldn't do it. We don't have the infrastructure yet. So we're slowly scaling as this stuff is

scaling. So that's something that you can do. I even posted a video talking about it, you can fill out. And if you're in your favorite store and you're talking to your buyer or the manager say like, Hey, you know, I actually have a bunch of, you went into natural grocers and did that.

And unfortunately they [01:03:00] passed, which is a bummer. But if you're in Southern California and you live near a Jimbo's or a mother's, uh, if you're in Arizona, you live near AJS. If you're in Nashville and we lived near the turnip truck, the product is at the buyers. They love the product. They're just deciding if they're going to take it on.

So. Word of mouth. And the one thing that we have here, because the world doesn't need another tomato sauce, but the world needs this tomato sauce. It's a nice high quality sauce. It tastes great. There's no sugar added, it's made with organic ingredients, but if you're a buyer at a grocery store, I can understand why you'd say like, we have like, you know, seven different brands.

We don't need another one. And so the strength that we have is our community, like what Nathan was talking about. Like we turn up and we'd go out for that. So if you're able to do that at your grocery store. Thank you. I appreciate it. So thanks for bringing that up, Nathan. So just to kind of make sure I'm understanding it's more like your small to mid-size grocery chains in cities, like a Cub foods.

I don't know if you know these, these [01:04:00] isn't big. Well, but they're more regional. They might be too. But yeah, Hy-Vee are probably two big brands. Yeah, Hy-Vee definitely is too big, unfortunately, but we're going to get there because I have people writing me about Hy-Vee all the time. I'm like I get it.

Ralph's Hy-Vee HEB. Um, Fred Meyer, you know, all these big stores are awesome. Trust me. We want to get there even whole foods. We would, we would, we might be able to roll out in a region, but you know, it's, it's taking it takes some time and keep in mind me, you know, I'm, I'm one of a number of people who like during a pandemic, decided to start a food company to actually, there's a lot of people, the food, the independent food companies are going crazy right now.

So the buyers are even more swamped with people saying, Hey, try my th but you know how I talk about on the podcast, the keto explosion of the grocery store. If I had a keto cracker or a keto donut, it would go nuts right now. It would have no problem getting into all the stores, but we're just trying to do real food.[01:05:00]

Yeah, excellent. No, I'll do that. Like, uh, here we have like a London's Byerlys or qual skis. They're kind of like that middle range. Like again, I mean, people don't know who these are and let's say, and fill that out on the thing. Megan is gathering them and we're literally calling those stores. The moment somebody fills that out.

We're calling those stores and getting the buyer's email and emailing them and offering samples and we follow up. So thank you. Yes. Thank you. Okay. Oh, I love slew thing. All right, guys, we're going to land this plane. Thank you so much. Join us on Thursday, Megan and Liana. We'll run a join me tomorrow and Instagram.

I love you guys. Thank you for being here. This is my favorite thing. I get pumped up. I hope you are too. We're staying the course. We're doing the things. Uh, have a great week later skater.