

#TASTEBUD

Spring 2014

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If You Didn't Post It, You Didn't Eat It

A "Foodstagramming" Revolution

By Ariel Kramer

It's no secret that food has made its way into social media. People share recipes via Facebook and scroll through countless Pinterest boards dedicated to revealing the keys to creating delicious dishes and desserts. However, the "instagramming" or "tweeting" of food has taken on an interesting life of its own, defining a new generation of tech-savvy foodies.

Instagram and Twitter are new forms of social media that reach beyond the likes of Myspace and Facebook because they involve the primary use of pictures over words. Twitter especially enforces its image-focused form of social media by forcing users to adhere to a strict 140 character limit. While people have taken to Twitter and Instagram in droves, documenting their nights out, their vacations, and even their bathroom habits, pictures of food have slowly but surely become a regular sight on Instagram and Twitter.

Do you recognize "#foodporn"? You probably recognize this popular tag that accompanies pictures of food on Instagram if you're involved in social media even to a minimal extent. People's feeds are more than ever monopolized by pictures both of gourmet meals from fancy restaurants and peoples' attempts at creating homecooked confections. I can't how many times I have woken up and seen multiple pictures displaying my friends' morning bowls of cereal or craftily posed lattes.

Interestingly, while Instagram has created a whole following of people that post pictures of the meals they eat (sometimes every meal), Instagrammers have steered clear of posting recipes to accompany these images. Not following in the footsteps of Facebook and Pinterest, food instagrammers leave their images of food mostly unaccompanied by words (but sometimes a paragraphs of hashtags). Instagram provides more of a space for a glamorized visual food diary than for a recipe blog.

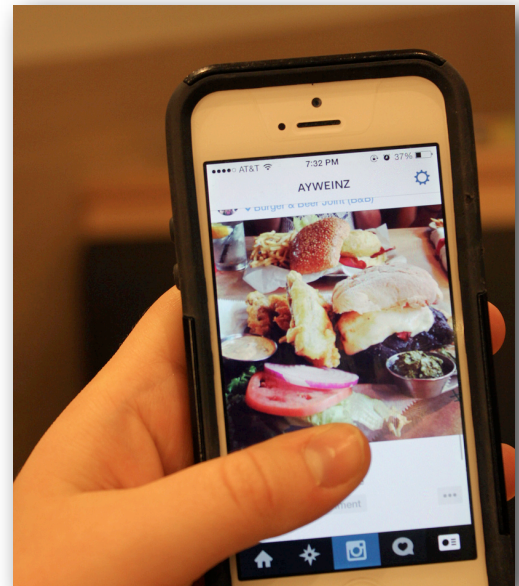
Its no surprise that there has been a backlash to the #foodporn that has begun to dominate Instagram feeds. Some people are frustrated by the pure quantity of food pictures that people post on Instagram, basically begging the question: does everything you eat need to be

publicized on the internet? That's a good question with answers that range between two extremes.

Restaurants have also come into the fray and some establishments have addressed their dismay at the constant picture taking of food that goes on. Some restaurants have even gone so far as the ban the taking of food photos in restaurants in order to decrease distraction in restaurants; some hold the opinion that "foodstagramming" detracts from the fine dining experience. These bans are sure to leave some food porn enthusiasts very upset.

While we can't deny the delight that looking at food can bring to us (especially if we're starving), the future of food porn and "foodstagramming" is at best unclear. Will we still be posting "dinner pics" 50 years from now? No one knows, but its very possible that you might not be snapping these pictures in many restaurants.

What is very clear is that our societal relationship to food has changed as a result of the advent of social media sites such as Instagram. While we once ate food in relative secrecy, with only those present aware of our meal choices, we can now create our own public food journals basically presenting whatever goes into our bodies for the world to see. Is it good? Is it bad? One thing is for sure, #foodporn is changing our relationship with food and making it a part of our public identities.



Macaron Day 2014

By Sarah Jaihe Lee

What's A Macaron?

A macaron is a French cookie made with almond and egg whites that are sandwiched around a cream-based filling.

What's Macaron Day?

The fifth annual Macaron Day was held on Thursday, March 20. It originated in Paris by a renowned French pastry chef, Pierre Herme. His goal was to get people to try a macaron and donate money to charity. In Paris, they call it "Jour du Macaron." It's now celebrated all around the world. Francois Payard, a pastry chef and owner of Payard Patisserie and Bistro, organized the first annual Macaron Day in New York City in 2010. Every participating bakery hands out one free macaron and then you can buy however many you want. A portion of the day's macaron sales go to City Harvest, a food rescue organization.

I went to Bouchon Bakery and Francois Payard Bakery. At Bouchon, they were only handing out Nutella macarons and at Francois Payard, they had a table set out in the back with a variety of macarons to choose from. I chose the

Pistachio flavor and it tasted amazing. It was crunchy on the outside, soft on the inside and not too sweet. The Nutella macaron had the same texture and tasted like dark chocolate. I preferred the Pistachio flavored macaron. I purchased a box to bring home from Bouchon (\$15 for 6) and my favorite flavor was Raspberry. It had a cream and jam filling.

If you weren't able to attend Macaron Day, don't worry! There's always next year!

Fun Facts:

The correct way to pronounce 'Macaron' is Mac-A-Ron not Mac-A-Roon. A 'Macaroon' is the American word for our version of a flourless egg-white based cookie.

The coffee macaron from Francois Payard Bakery is Wolfgang Puck's favorite. It was featured on 'Best Thing I Ever Ate' that aired on October 11, 2010.



The TASTE of Summer

By Amanda Grabanica

Summer is near and there is more than just a change in weather that comes with summer, but a change in the food as well! Summer is also synonymous with BBQ season for most. This means burgers, hotdogs, ribs, and steaks, which are not always the healthiest choice and not vegetarian friendly. But it is okay to have a cheat day after all. There are also healthy and delicious alternatives too. Replacing a hamburger with a turkey, veggie, or mushroom burger is a healthy replacement. Lean chicken grilled can make a nice meal, and is delicious on top of a salad, too. There is also a variety of fish that are very beneficial to your health, and delicious off of the grill. A nice piece of salmon, grilled on a summer night sounds like heaven. All of these foods just have a taste of summer. The grill is not limited to meat, poultry, and fish, but veggies as well. Corn on the cob is a definite summer favorite. Corn on the cob without salt or butter is a high fiber, low calorie food. Another veggie that loves the grill is zucchini. You can cut up zucchini in many different shapes and sizes, and every way will be just as tasty. Veggies and salads are a healthy alternative to greasy fries with your meal.

A lot of fruits are in season in the summer, and therefore, taste much better and are the taste of summer. Ice cream is an obvious favorite in summer, but if you want to be a little healthier, then choose some nice cold fruit! The berries are in season in the summer and make great ingredients for smoothies. When I say berries, I am talking about: blackberries, blueberries, raspberries, and strawberries. The melons are also in



season in the summer, which includes cantaloupe, honeydew, and watermelon. Mangos, peaches, plums, oranges, and cherries are also very much so associated with summer. You can use variations of these fruits to make a tasty smoothie, or you can make beautiful fruit salad. I say beautiful because all of these fruits have vibrant colors and can be organized in a way that forms a masterpiece. Edible arrangements is famous for their beautiful and delicious fruit basket displays. It is truly amazing what some people can make out of some of these fruits! But even if you are not the greatest fruit artist, it is easy to make a simple display that still looks well put together.

~Summertime Drinks~

As I mentioned before, smoothies are a great summer drink. If you are on your cheat day, then you can enjoy a nice milkshake on a hot summer day. If you are of age, of course, frozen daquiris, margaritas, mojitos, and sangria are all summertime favorites. Incorporating the summer fruits in these drinks are key in making them have that summertime taste. A summertime drink is not always frozen, because freshly made lemonade and iced tea are also refreshing on a hot summer day. Making these drinks on your own is healthier than the ones you buy at the store, for you control the

amount of sugar and type of tea for the iced tea.

As crazy as it sounds, you can taste summer in the foods you eat and the drinks you drink. There are so many different tastes of summer, but you have a few months to get to them all!



A Sweet Desire for your #TasteBud

By Melanie Thomas

For today's issue of #TasteBud, I am going to do my own personal review of a local food place that opened up here at Rutgers University- New Brunswick. I love to explore new food chains that have opened up and want to share my personal experiences of what I thought about the place. Please keep in mind that these are my personal opinions and should not stop you from trying something new! For any of you that haven't tried the place I went to, I hope my opinion changes your mind!

Location/Parking

The place I am going to review today is called Cookie Rush. For those of you with a sweet tooth, this is the place to go! It is conveniently located on 176 Easton Avenue New Brunswick, NJ. For any people familiar with Easton Ave, it is located a little past Thai Noodles. If you are driving it is kind of easy to miss because it is tucked in between two other stores. Also there really isn't any parking except for meter parking or street parking which is almost impossible to get a spot on Easton Ave. I would recommend either walking or taking a Rutgers bus to the Rutgers Student Center. Walk behind the student center and walk back until you hit Easton Avenue. Even though parking isn't convenient it is very easy to walk to. There is also a bonus! Cookie Rush delivers! If you don't feel like walking you can just call and order for delivery! It's quick and easy and who wouldn't want warm cookies delivered straight to their own door!

Atmosphere

When I first walked into Cookie Rush I was amazed at how the ambience of the store was. It was relaxing and very cozy; it was the place to be! There are very comfortable couches where you can hang out while waiting for your cookies. There are tables and chairs to sit at as well. Last but not least, they have board games! They have a variety of board games such as chess, connect four, and cards where you and your friends can hang out while eating your cookies or while waiting for the cookies to



be made. There is also a nice plasma screen TV playing your local favorite shows! This is such a cool place to hang out at while you enjoy tasty treats in good company. It's definitely a place to go to when stressed out for exams and you need a little sweet treat.

Quality/ Quantity

Cookie Rush runs a little differently than you might expect. The cookies are only baked once you order them, meaning that nothing is prebaked and you have to wait. It takes approximately 15 minutes after you place your order to receive your cookies. I know it sounds weird but the staff wants to ensure you have freshly baked cookies and exactly what you want. I won't lie; it does get annoying sometimes to wait because we all have busy schedules and other things to do. I would recommend ordering in advance via phone and picking it up when it's ready. They have a menu online at <http://www.cookiepush.com/images/menucookie.pdf> which shows you the different cookies they have. It is a bit on the pricier side for. Each cookie is \$1.25 so you can buy 4 cookies for \$5. The cookies aren't big at all which kind of makes me feel like it's overpriced but in my opinion it is still worth it. They have deals for if you buy cookies in bulk such as 12 cookies for a discounted price. There are a good variety of the types of cookies you can get from

regular chocolate chip to snicker doodle to Reese's peanut butter cookies. They also have cookie sundaes which are amazing. Its two scoops of ice cream and any 2 cookies of your choice for \$5.50. My personal favorite cookie is the snickerdoodle cookie. If you like cinnamon and a sweet cookie this is the best! Even if you don't like cinnamon try these because they are amazing. Another good flavor is Peanut butter Reese's pieces cookie which is a mix of chocolate and peanut butter- it satisfies the salty and sweet craving your #TasteBud might have. I was a little disappointed in the Cookies-N-Crème cookie and the chocolate white chocolate chip cookie. They didn't meet my expectations and I probably won't get them again.

Hours/ Final Reviews

The hours of Cookie Rush cater to any typical college student. It is open until 12am Sunday- Wednesday and until 3am Thursday- Saturday! So it's perfect for any late night craving!! Overall, I love this place and can't wait to go again. I would recommend anyone to try out Cookie Rush. You won't be disappointed! Stay tuned for next week's issue of #TasteBud.

Wake and Bake Special

Daily 12-2pm (Special Cookies will be additional Charge)
A Dozen cookies 2 milks - \$12.95

Cookie Deals

Specials are not combinable.
Special Cookies will be additional charge

12 Cookies - \$13.00	or	12 Cookies & 2 Drinks - \$15.00
18 Cookies - \$20.00	or	18 Cookies & 4 Drinks - \$24.00
24 Cookies - \$25.00	or	24 Cookies & 5 Drinks - \$32.00
		50 Cookies - \$47.00

Want more than 50? Call us for large orders or Catering.

Cookies

We don't bake the cookies until you place an order.
Order for takeout or delivery and you will get warm, freshly baked cookies.
All cookie Dough is prepared on site fresh everyday.

Chocolate Chip - \$1.25
Cookies -N- Creme - \$1.25
M&M Cookie - \$1.25
Oatmeal Chocolate Chip - \$1.25
Sugar - \$1.25
Oatmeal Raisin - \$1.25
Peanut Butter - \$1.25
Peanut Butter Chocolate Chip - \$1.25
Peanut Butter Reese's Pieces - \$1.25
Snickerdoodle - \$1.25
White Chocolate Macadamian - \$1.25
Chocolate White Chocolate Chip - \$1.25

Cookie Dough

Frozen cookie dough puck you can bake later. - \$1.25



Budding This Spring.

By: Christina Caputo

Many people love getting their fruits, vegetables, eggs and meat at local farms located all over New Jersey. Produce is fresh, usually not bruised or damaged as it hasn't been transported, and it is sold cheaper in bundles made up of an array of different items. Just like the baskets of fruit; the benefits of shopping locally at farmer's markets are heaping!

When shopping at local farms and markets individuals are not only saving money within their household but they're also supporting the local economy and agriculture. Communities grow and flourish within the state as the result of consistent consumerism. Consistency comes into play through the variety of products offered by farmers. Every season offers new products and sensations for #tastebuds all over.

Those who frequently visit local markets find comfort in the relationships they form with the people who provide them with food. It is common for farmers to talk to people, educating them on produce, pesticides, freshness, nutrition, cost effectiveness, seasonal items and more.

Family time is a big aspect of the market experience. Picking out your own food and wandering through beautiful fields of greens is always a great way to spend some time with the little ones. The sense of community offered by local markets trickles down into the bonds between parents, children, siblings and friends. Government programs such as SNAP and WIC are also widely accepted at markets making them places where everyone is welcome.

Markets in Central NJ:

Giamarese Farm

155 Fresh Ponds Road, East Brunswick, NJ 08816. Phone: 732-821-9494.

What's in: apples, nectarines, peas, peaches, pumpkins, strawberries, other fruit or veg, honey from hives on the farm, fresh eggs

Stults Farm

62 John White Road, Cranbury, NJ. Phone: (609) 799-2523.

What's in: strawberries; raspberries; blackberries; blueberries; peas; lima beans; peppers; cucumbers; green beans; Italian beans; tomatoes; zucchini; melons; eggplant; pumpkins; bittermelon; blackeyed peas; gourds

Von Thun's Country Farm Market

519 Ridge Road (Route 522), Monmouth Junction, NJ. Phone: (732) 329-8656.

What's in: strawberries; raspberries; pumpkins; peas (snap, pod), blackberries; apples; onions; cucumbers; yellow squash; green zucchini; and yellow zucchini.

Spring Produce:

Arugula

Asparagus

Fava Beans

Fiddleheads

Green garlic

Lettuce

Mint

Mushrooms

Nettles

Parsley

Parsnips

Radishes

Scallions

Spinach

Thyme

