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WEDNESDAY, OCTOBER 26, 2011  
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DAILY CRAVE  
Today's top deals 2D

## CHEF DU JOUR



Roast Inc. owners Lesa and Brad Wood SANFORD MYERS / THE TENNESSEAN

### Lesla Wood

#### Coffee roaster

#### Roast Inc.

4825 Trousdale Drive  
615-730-8074, [www.roastinc.com](http://www.roastinc.com)

## Brew as important as beans at Roast Inc.

Walk into Roast, Inc., in Crieve Hall, and you'll be asked to not only pick your coffee type, but also your brew method.

It's Nashville's only coffee roastery that serves coffee by the single-brew method, including full-immersion methods (such as French press, siphon pot and Clever) and drip pour-over methods (such as Kalita and Chemex).

But as with a good meal, a good cup begins with ingredients.

"People are really interested in how food gets to your plate and coffee gets in your cup," Lesa Wood said.

Lesla and her husband, Brad, use mostly direct-trade beans, which they purchase when the beans are harvested, and roast on-site until the batch is finished. They don't keep coffee stockpiled, so it's like seasonal coffee, in other words.

Brad also takes trips to the countries where they purchase coffee, because they like to know their farmers.

We caught up with Lesla just before Roast celebrates its renovation with a grand reopening from 7 a.m. to 3 p.m. Saturday.

#### How did you get into coffee?

"I was a night-shift nurse, so coffee was a lifestyle," she said. "Back in (the) late 1980s, I had friends who would travel to Seattle and Vancouver and bring back Starbucks. ... The first time I had that compared to Folgers at work I was like, 'Oh my gosh.'"

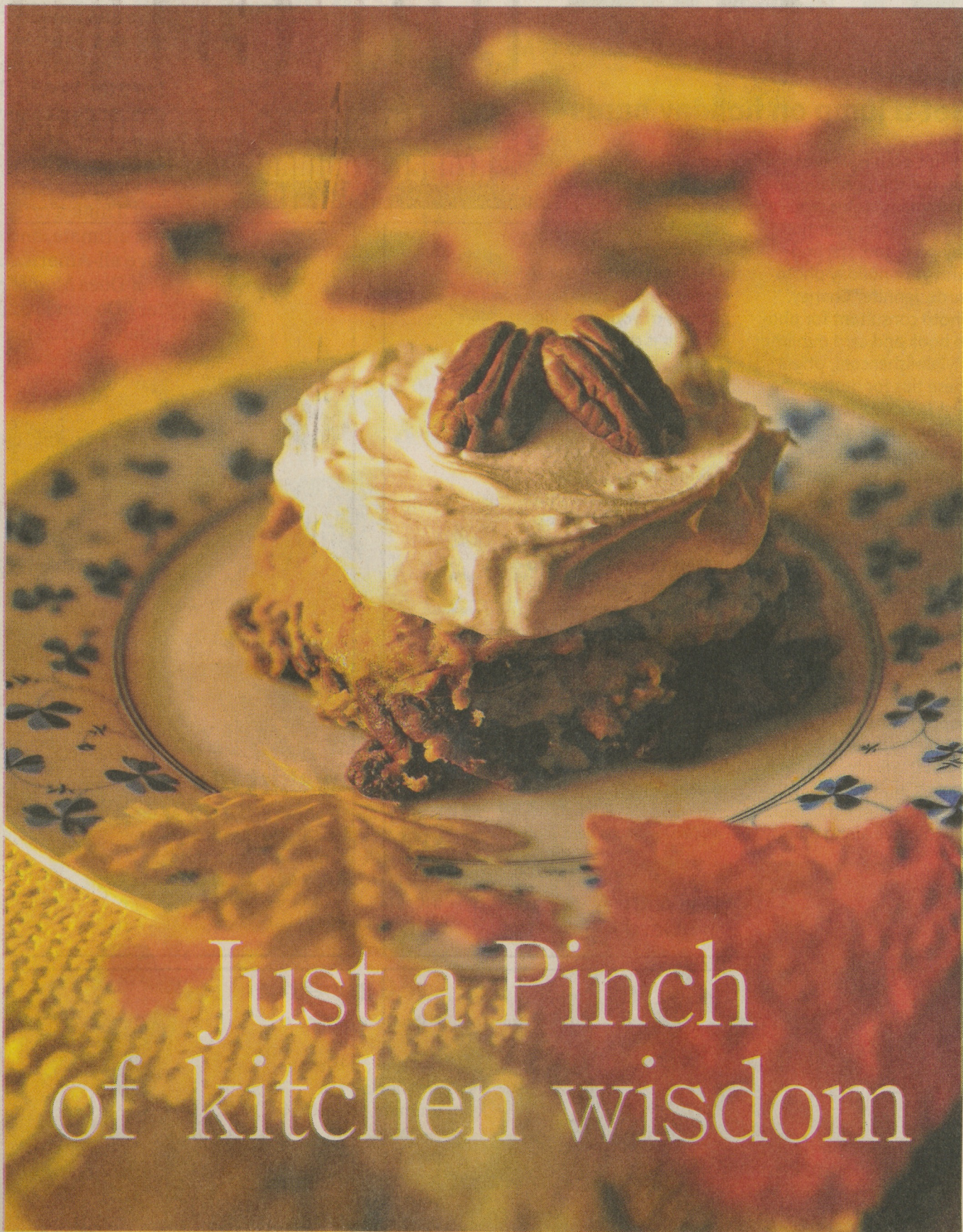
#### Then how did you get into roasting your own beans?

"It was a hobby. My husband was really who did it more than me," she said.

The Woods would give their roasted coffee to friends and family at holidays. Then the couple rented the space they have now just for roasting and storage. But potential customers would stop by and say, "Could you just be open a few hours?"

"This was just going to be a tasting lab," Lesa said, "and we just keep growing."

How do you help novices



## Just a Pinch of kitchen wisdom

### Website offers recipes, ideas, camaraderie

By Jennifer Justus  
The Tennessean

Pop into a chatroom called What's Cookin' Today? on the Just a Pinch Recipe Club site, and you might see a conversation like this:

"I don't know what's for supper. We're even out of frozen veg. I had to put brown sugar and evaporated milk in my coffee. Think it's time to head to the grocery?" wrote Heidi Hoermand of South Carolina.

"It is time for the dreaded freezer stare," Bonnie Dare of Utah replied.

But then Sandy Munn from Washington came through with an idea:

"I am just making beef

stew out of the leftover pot roast and gravy — I will have to get more carrots though! I will probably bake a loaf of bread or popovers to go with it!"

#### INSIDE

See a sampling of Just a Pinch recipes on Page 6D.

This is how these real women in real kitchens put dinner on the table. And they're among the more than 275,000 members on the Franklin-based Just a Pinch Recipe Club, an online recipe swap and media company part of American Hometown Media.

Though the company started just about a year ago, it has experienced remarkable growth, adding two high-profile New York-based executives to the team recently — Anne Balaban, the

» CLUB, 6D



Franklin resident Missy Wimpelberg is a special contributor to the online recipe club Just a Pinch.

At top, Wimpelberg's Pumpkin Crisp won the top prize in Just a Pinch's family holiday traditions contest last fall.

PHOTOS BY DIPTI VAIDYA / STAFF



# Members exchange recipes, experiences

## »CLUB FROM 1D

former publisher of *Every Day With Rachael Ray*, and Carl Trautmann, the former senior vice president of sales for Allrecipes.com.

Just a Pinch offers a place for home cooks to share recipes, chat, create their own cookbooks and enter contests. The site has amassed more than 54,420 recipes, with 125 to 150 added every day — all of which are user-generated. In comparison, it took the popular site Allrecipes.com 10 years to gather that number of recipes. And on Just a Pinch, each recipe comes with a photo of the person who submitted it.

"What I like most about it is it's real people cooking. It's not some famous chef off Food Network," said Just a Pinch member Missy Wimpelberg of Franklin.

For example, if Hoermand had searched Just a Pinch for pot roast recipes on the site, more than 137 pages would come up. But among them, she



Hammond

could find Rose Rauhaser's Italian Pot Roast, a version the Pennsylvania woman's grandmother used to make. Rauhaser had re-created it, including a photo of the pot roast made at her home in her personal

dishes.

"That says, 'I can make this,'" says Just a Pinch founder Dan Hammond.

Though Wimpelberg is a local user (she joined last fall), the site has thousands of members nationwide. Some members make up their own recipes and others share family recipes or their own twist on recipes from magazines and cookbooks.

"I tend to look for recipes that are cost-efficient and easy," Wimpelberg said. "I don't need a recipe that's gonna take me two hours."

## 'As addicting as Facebook'

But beyond providing a service, many members appreciate the site for the social interaction.

"It's a lot of fun. As a mom, you don't ever know what you're gonna cook that day," said the mother of five from ages 8 to 16. "It's nice to get on there with a bunch of other women and a few men, too."

Members can comment on one another's recipes and ask questions that go directly to the cooks. Organizational tools also help members schedule menus and generate shopping lists.

Wimpelberg was the first local member of Just a Pinch to win one of the website's many contests. She took home the prize for top Family Holiday Traditions recipe from 400 entries nationwide, but Blue Ribbon winners

## HOW TO JOIN

**What:** Just a Pinch Recipe Club; [www.justapinch.com](http://www.justapinch.com)  
**Membership:** Though membership is free, premium membership is 99 cents a month or \$10 a year, which includes (among other perks) a Just a Pinch apron. Hammond said he searched for three months to find the perfect aprons with a fabric that his grandmother could have used to "wrap me up and dry my tears and pull an apple pie out of the oven."  
 "Every one of these users has a food memory of an apron," he said.

are announced regularly by Just a Pinch's local test kitchen. The awards help keep the cooks coming back.

"Honestly, it's as addicting as Facebook," Wimpelberg said.

Members can note their favorite cooks — much as someone would "friend" someone on Facebook or follow someone on Twitter — as well as comment.

"Who could ignore someone saying, 'Somebody's made a comment about your recipe,'" Hammond said.

Beyond the recipes and the social interaction though, the members on Just a Pinch seem to share

a deeper connection that has happened around food for ages.

"It initiates conversations that are about friendships, weather, kids, health," Hammond said. "Food is almost like a doorway to a greater relationship."

Hammond said if anything, the growth of the website has reminded him of the many conversations about life that start around food.

"And that," he said, "is what takes place in kitchens every day."

Contact Jennifer Justus at 615-259-8072 or [jjustus@tennessean.com](mailto:jjustus@tennessean.com).

## DUCK, SEVEN MINUTE STYLE!

Just a Pinch Recipe Club founder — and member — Dan Hammond likes recipes for "big meats, birds and anything that's wild game."

Mallard breasts (1 per person or more)  
 3 dashes paprika  
 3 dashes salt  
 3 dashes pepper  
 Basting mix:  
 2 ounces Worcestershire sauce

3 dashes garlic powder  
 ½ cup butter  
 Serving sauce:  
 Bearnaise sauce (Knorr brand)

1. Have duck breasts filleted. You may leave fat and skin on, but I prefer it without. Duck fat is delicious, as is the skin, when cooked, but for this recipe it seems best to have just the bare breast fillet.
2. For every breast fillet, mix the butter, Worcestershire and garlic in the quantity listed, in a pot on low, for the basting mixture (for example, with four breast fillets, multiply the mixture ingredients by four).
3. Salt, pepper and paprika the fillets on broiler pan, and baste in the mixture.
4. On broiler pan, next to broiler element, broil on high for 4 minutes and no more.
5. Remove, flip, coat with basting mixture, put back under broiler for 3 minutes, no more.
6. Remove and serve, drizzle with Bearnaise sauce.
7. Serve over rice. Wild rice is nice, brown is easy. I often like a mix.
8. Wild duck is best served rare. Enjoy with red wine.

Recipe submitted by Dan Hammond.

## PUMPKIN CRISP

(Pictured on 1D)

32 ounces pumpkin  
 1 can evaporated milk (large can)  
 1 cup sugar  
 ½ teaspoon cinnamon  
 3 eggs  
 1 box yellow cake mix  
 1 cup chopped pecans

2 sticks melted butter  
 TOPPING  
 1 ounce cream cheese  
 1 carton whipped topping  
 ½ cup confectioners' sugar

1. Mix together the pumpkin, milk, sugar, cinnamon and eggs. Pour mixture into 9-by-13-by-2-inch pan lined with wax paper. (This keeps it from sticking to the pan.)
2. Crumble the dry cake mix over the pumpkin mixture. Sprinkle with crumbled nuts, then pour melted butter over the top.
3. Bake at 350 for 50-60 minutes. Turn upside down onto a platter and remove wax paper. Allow to cool thoroughly. When cooled, cover with topping mixture and refrigerate.

Recipe submitted by Missy Wimpelberg of Franklin.

Online local news just got better!  
[tennessean.com](http://tennessean.com)  
 THE TENNESSEAN

## Coffee is a way of life at Roast

### »CHEF FROM 1D

caramel. Mochas are made with Hatcher Family Dairy chocolate milk.

**What three ingredients could you not live without?**

"Besides my coffee? Hatcher Family Dairy milk, vanilla bean and Nutella. There are a

million things I can do with those three."

**If you could choose your final cup of coffee, what would it be?**

"Guatemalan Las Esmeralda Geisha. This was the cup of the year last year (as named by the Specialty Coffee Association of America). I got to roast it," she said.

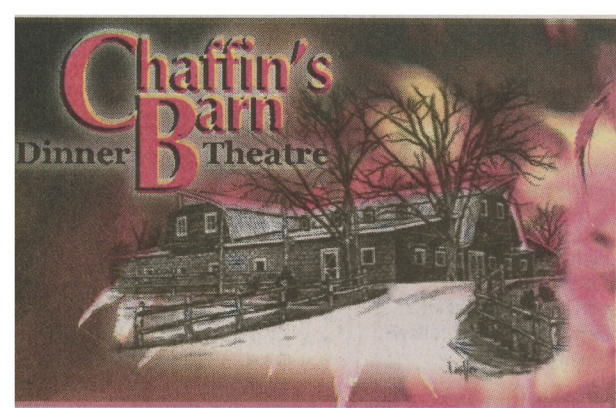
"It was like pure honey

... honey in a cup."

**If you could make a cup of coffee for anyone, who would it be?**

"Kathi Zollman," she said, "because she is a very experienced female roaster that helped mentor Brad and I starting out in this business."

— Jennifer Justus,  
 The Tennessean



### Southern-Fried Funeral

Osborne & Eppler's hit comedy comes to Nashville. Dewey Frye is dead and his wife Dorothy is left behind trying to pick up the pieces and hold her family together. Her daughters are at each other's throats, the SonShine committee at the Church is trying to take over the funeral, and Dewey's older brother is trying to take her house. Funerals bring out the best, the worst and the funniest in people and the Frye family is no exception. A big-hearted comedy about family, Southern-Style. Playing now through November 26th.

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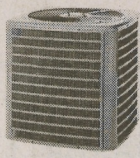
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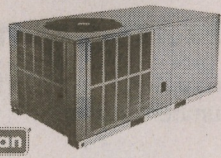
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