

12 INSIDER TRICKS TO PAY FOR COLLEGE • AT&T'S IPHONE HANGOVER

JANUARY 21 • 2013 EDITION

Forbes

30
UNDER
30

15 FIELDS,
450 PRODIGIES
ALL CHANGING YOUR
WORLD RIGHT NOW

TUMBLR'S
DAVID
KARP

A \$200 MILLION
FORTUNE BY 26

FOOD & WINE

Philip "Ippy" Aiona | 24
Executive chef | Ippy's Hawaiian BBQ

Dan Amatzuzi | 29
Wine director | Eataly

Alexa Andrzejewski | 29
CEO | Foodspotting

Talia Baiocchi | 28
Wine editor | Eater

Rae Cohen Bernamoff | 28
Co-owner | Mile End

Zac Bruner, Max Hames, Dave Kyrejko,
Peter Simon, Rich Watts | 24-28
Cofounders | Industry City Distillery

Natasha Case | 29
CEO | Coolhaus

Christopher Coombs | 28
Executive chef | Deuxave

\$5.99



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Roger Duarte | 29
Founder | George Stone Crab

Bridget Firtle | 28
Founder | The Noble Experiment NYC

Tyler Gage, Dan MacCombie | 27, 27
Cofounders | Runa

Max Goldberg | 29
Co-owner | Strategic Hospitality

Grant Gordon | 26
Executive chef | Montrose Restaurant Associates

Scott Heimendinger | 29
Director of applied research | Modernist Cuisine

Claire Herminjard | 29
Founder | Mindful Meats

Deepti Sharma Kapur | 26
Founder | FoodtoEat

Sean Kelly | 29
CEO | HUMAN

Adam Leonti | 28
Chef de cuisine | Vetri

Jeff Mahin | 29
Chef | Stella Rossa Pizza Bar

James Peisker | 27
Cofounder | Porter Road Butcher

Tejal Rao | 29
Restaurant critic | Village Voice

Giorgio Rapicavoli | 27
Founder | Eating House

Alexandra Ray | 28
Pastry chef | North End Grill

Spencer Rubin | 26
Founder | Melt Shop

Dave Sands | 28
Cofounder | Grady's Cold Brew

Nick Taranto | 28
Cofounder | Plated

Kate Wheatcroft | 27
Cofounder | Bien Cuit

Jeff Zalaznick | 29
Founder | Major Food Group

Mike Zima | 26
Founder | SommPicks

JONAS FALK CEO, ORGANICLIFE 28

A passionate foodie, Falk attended Michigan State to study hotel and restaurant management, and his current venture grew out of a business plan he wrote as an undergraduate. The professor gave the paper a D ("probably a result of my writing"), but the real world is giving it an A+: OrganicLife already has 300 employees and \$20 million in revenues and is growing rapidly. The idea? Provide students with healthy, restaurant-quality school lunches by hiring real chefs and refusing to serve any canned or processed foods. It seems to work: About twice as many kids choose to eat in an OrganicLife cafeteria as compared with their food-service-giant competitors. "We banked on the fact that more kids were going to come in to eat every single day if the food was great."

JUDGES:

LEE SCHRAGER Vice president, Southern Wine & Spirits of America

DANNY MEYER CEO, Union Square Hospitality Group

RANDALL LANE Editor, FORBES magazine

JONAS FALK WEARS: TUXEDO (\$2,295), SHIRT (\$395), BOW TIE (\$120) AND SHOES (\$1,100) BY RALPH LAUREN; RALPH LAUREN.COM; POCKET SQUARE (\$75) BY ROBERT TALBOTT; ROBERTTALBOTT.COM; WATCH (FALK'S OWN) BY BREITLING; BREITLING.COM; CUFF LINKS (\$360), RING (\$315) AND BRACELET (\$550) BY EFVA ATTLING; EFVAATTLING.COM