

EPISODE 257

[INTRODUCTION]

[00:00:19] AVH: Hey everybody, welcome to Paleo Magazine Radio. I'm your host, Ashleigh VanHouten. Today was a super exciting podcast for me, I got to interview chef Marco Canora. He is the owner of Hearth restaurant in New York and the owner of Brodo, which is a bone broth company that you can now buy pre made in Whole Foods and all over the place but it started out as a little window outside of his Hearth restaurant where he was selling go to cups of bone broth.

It's grown into this full blown sensation in New York in a way that it can only happen in New York, right? Although I guess other cities are crushing bone broth too but now, he essentially has bone broth cafes all over the city where folks can choose from different flavors and different additions to this really high quality, delicious, warming, healthy bone broth.

In case you know, you're over coffee, maybe you don't want the caffeine, maybe you're feeling a little bit under the weather and you want something healthier or you just want the health benefits and it taste delicious but you know, you're walking around downtown and you can see people carrying cups of Brodo bone broth instead of coffee. It's so cool. Anyway, I had been a fan of Marco's for a while because I have lived on and off in New York for years and I've always been a big fan of Hearth.

They're really known for nose to tail cooking. A place that isn't afraid to have like awful on the menu or kind of different animal parts, really doing cool things with the vegetables, using quality ingredients. I mean, it's a paleo foodie's dream really. Although it is Italian inspired so it's not like it's a strictly paleo restaurant, it's just, you can get fantastic, delicious, healthy, paleo options there. He's really a celebrity chef, he won best chef in New York City in 2017 by the James Beard foundation.

He used to work at the famous gramercy tavern when he started his journey like 25 years ago, he's a cookbook author and he knows what he's talking about. If any of you who you're a chef yourself maybe or if you know anyone who is a chef, you can attest that it's not always the

healthiest lifestyle and Marco admits this himself, you know? It's long hours, late hours, even if you're cooking healthy food, that doesn't mean you're actually eating any of it.

Being a chef is a rough lifestyle. He actually had a bit of a healthy lifestyle moment when he was kind of struggling a little bit and he realized how good drinking bone broth made him feel. He was using a lot in his cooking and making this great quality bone broth and he's thinking like, "If this stuff is making me feel better, maybe other people will like it too."

Basically, the rest is history. I mean, if you think about it, even a few years ago, it would be unheard of to be able to go to a grocery store and buy organic, grass fed bone broth, right? Now, people are drinking it like it's normal and they're carrying it around in coffee cups all over the country. I think Marco had a pretty big hand in that. That's a pretty big deal. Anyway, enough of me gushing about this guy, you'll see how awesome he is in the interview and if you're ever in New York, I'm telling you guys, go to Hearth, you will not regret it, you might even see Marco there and say hi or you might see me for that matter.

Because I go quite a bit. I hope you enjoy the interview.

[SPONSOR BREAK]

[0:03:26.6] AVH: First, here is a quick word about our show sponsor, Ayoba-Yo, which is a fun thing to say but they are a company that is all about healthy portable snacks. They make what I think is kind of a more delicious version of beef jerky, it's not quite beef jerky, similar though. It's called Biltong if you've ever heard of it. It's a South African recipe that takes premium cuts of beef.

You marinate it, you season it, which is just a few natural spices and they hang it to dry. It air dries for I think 14 days they said. This is like a long term air drying process as supposed to jerky, which is basically heated, it's essentially cooked on very low heat for a few hours, which makes it jerky, it's dried out, it's a little bit dryer and harder, harder to chew but when it's air dried, the way Biltong is, it's a lot more tender and chewy, I think it has maybe a richer flavor too. I mean, people are kind of loving biltong now because it's like the better, tastier version of what you get at the gas station when you just need like a meat snack.

People are putting it on charcuterie plates, it's really delicious and of course, it's high protein, it's super low carbs so it's great for paleo people, keto people, carnivore people. I mean, you really can't lose. Ayoba-Yo has a couple of different flavors of their Biltong, they also have beef sticks, they have it in stick form if you like that better but it's delicious and they're made with like I said, the highest cuts of beef, natural casing, no fillers, no sugar.

If you want to give it a try, these guys are giving you a discount if you go to their website, which is ayoba-yo.com. I'll put it in the show notes and you use the code paleo mag, you will get 15% off. I use it, I like it, I take them with me when I travel. I think they're delicious but it's up to you to decide for yourself. Check it out, ayoba-yo.com, coupon code paleo mag, 15% off, give it a shot.

[INTERVIEW]

[0:05:29.1] AVH: I do want to talk more about this one meal a day thing because –

[0:05:32.0] MC: Well, I don't do it. I tried it once, I probably won't do it again.

[0:05:35.4] AVH: Why did you try it? Was it something you read about and just wanted to give it a shot or?

[0:05:39.1] MC: Yeah, I'm intrigued about you know, getting to the point where I could fast for three days but it's like, there's literally so much anxiety and fear around it for me because I love to cook and I'm a chef my whole life and like food is like such a main source of joy in my life.

It's very easy for me to skip breakfast and go 16 hours and eat in a six hour window, that is totally doable so I feel like that's like one step closer. You know, the notion of metabolic health and my body being able to like, switch over and not be like, "I need food because my blood sugar's so low." I think I've accomplished you know, step one, which is your body can say, "Okay, there's no food around so I'm going to just like tap fat."

[0:06:22.1] AVH: It will be okay.

[0:06:23.0] MC: Yeah, I've got plenty of fat to tap.

[0:06:25.7] AVH: As do we all. I think people forget is like the leanest of us –

[0:06:31.2] MC: Is still 5% or 7%.

[0:06:33.4] AVH: Yeah, you can go days when you need to. When you did your one meal for the day trial, did you like plan it ahead of time? What meal did you have in front of you, how did that work?

[0:06:43.6] MC: Right, it actually wasn't planned and then all of a sudden, I was like, "Wait a minute, it's 3:30 and I haven't eaten yet."

[0:06:51.2] AVH: Might as well just wait till dinner.

[0:06:51.9] MC: Yeah. I might as well just wait till dinner, that's what I did. I don't know if people would call this a cheat but I had a broth, which is very low calorie and it's salty and there's no carbohydrates so it wasn't like a blood sugar spikey thing to put in my body. That really helped me get to dinner.

[0:07:09.8] AVH: What did you eat when you had dinner?

[0:07:11.4] MC: It was a super clean meal, we had some grass-fed beef so we made a very simple grass fed beef burger with some raw cheddar on top and some caramelized onions and then next to that was sautéed greens with a ton of olive oil and some roasted cauliflower.

[0:07:26.2] AVH: How did you feel when you ate and you only finished it, were you more full than you normally would have been or more hungry or –

[0:07:33.8] MC: I was a little bit more hungry because like, I really do believe like eating begets eating. You just – once you start, you just become like an animal. I was literally like, I ate it. Yeah, I ate a pretty hefty amount of vegetables and a big old cheesy burger and I wanted – I was not done. It was great, I looked – this was yesterday and I was like, my entire day, I didn't, it

wasn't a lot of calories that I ate. Very low carb and good, clean protein and by volume a lot of vegetables.

[0:08:12.1] AVH: Going back to your general kind of 16 hour fast that you do because you don't like to have breakfast you said. I mean, that is a pretty reasonable, daily sort of fast, like giving your body a chance to sort of digest and burn some fat and things like that. That seems like a perfectly reasonable way to incorporate that into your lifestyle.

[0:08:32.9] MC: Look, for me it has been and it's very easy for me, I've never been a breakfast eater, I also, love the idea of working out in the morning in a fasted state. I feel like that's probably good for your metabolic health. You know, I encourage people to try it, my wife for instance, she can't skip breakfast, she freaks out.

Her blood sugars dip and she goes into psychotic mode and she needs food. I actually see it because she'll have a physical response. She'll shake, you know? She's like, "I need to eat," which is amazing. I don't think it's – you know, I think it's a very complicated – our bodies are very complicated and you know, women especially with their hormones and stuff.

You know, I feel lucky enough that I could skip no problem if I'm traveling, I'll be like, I just won't eat instead of eat like crappy Franken food on airlines and stuff like that.

[0:09:25.0] AVH: Sounds like the definition to me of metabolic and flexible, right? It's like, it's fine if you love to eat and eating is your job and your passion but if you can be mindful like that and say, I only have that options or no options, not to eat. Get away with that and you can still function, that's exactly – that's really the part of what fasting is.

[0:09:46.6] MC: Yeah.

[0:09:47.1] AVH: It's funny, you mentioned your wife and the differences because there's a lot of research out there about women having harder time with fasting or it was having and implemented differently. Even to the detail that often times men have an easier time skipping breakfast and sort of back loading later in the day meals whereas women do the opposite.

[0:10:07.1] MC: They eat bigger in the morning.

[0:10:08.4] AVH: Yeah, that's exactly idealic. I try to do that sort of 14 to 18 hour fast, I'll have a day breakfast within half an hour of waking up, I'm hungry and I'm ready to go and then I can start like petering out and having a very early, lighter dinner and fast out, it's better for me, it's so interesting, that tends to be a trend.

[0:10:26.1] MC: You know, the problem with that, especially for me with a family, it's like dinner is the social gathering time and it's also you know, not like partying and going out to bar. It's also when I end up doing other social stuff. It's always around dinner.

It's kind of hard to make a bigger deal out of breakfast. For me, it incorporates into my social life. Dinner is just – dinner is the main meal of the day for me and you know, I know it's not ideal to eat late in the day with circadian rhythms and such. But I figure, I just like really – I'm super careful all day long, I eat in a very short, compressed window and I don't want to say it gives me car plunge to do and eat whatever I want, I try not to overdo it and I try to eat clean, really good food.

But dinner is the time where it's like, "Okay, joy time, eat time, delicious time."

[0:11:18.5] AVH: Yeah, I mean, your profession too, it's not like your supervisors.

[0:11:21.9] MC: Yeah, god.

[0:11:23.2] AVH: Russian breakfast, you guys are doing all your work and play like later on in the evening. For me, it's different because I'm just like, a nerd who stays homeless sometimes, I don't have that problem but it's good, when you're trying to be more social and you're trying to be more like a normal person in the world, you have to make some of these concessions. You can't eat your dinner every day at 4 PM.

[0:11:46.0] MC: For sure.

[0:11:46.9] AVH: Go about your life. Yeah, that's interesting. Have you been researching stuff like this like the fasting and the metabolic flexibility and all that kind of stuff, no reason, did you always kind of in on that?

[0:11:58.1] MC: I would say, the last eight years, I've been pretty obsessed.

[0:12:02.6] AVH: Okay.

[0:12:02.5] MC: With reading and learning about just general health and wellness and what that means and nutrition and the power of food and studies and you know, you said, you literally did this earlier. All these different people doing podcast and it's just like, I can't get enough. You know, I'm obsessed with Peter Attia and his podcast and Chris Kresser and his podcast.

There's so much unbelievable information in the world and like I just can't get enough of it. I will admit, it's often times contradictory and it's very frustrating but you know, you kind of, you navigate the best you can, you believe the people who you think are doing it right and like, what else can we do, right?

[0:12:45.9] AVH: I do think that I totally agree with what you're saying because I've had Chris Kresser and all these fantastic people on the podcast and you do, from week to week, hear completely –

[0:12:54.0] MC: I know, it's frustrating.

[0:12:55.4] AVH: it's fasting the next minute, probably shouldn't fast and so on. I think what we were saying at the beginning of our chat too is so much of it is about doing the work to learn but then also experiment and try to personalize it for yourselves.

You can listen to all these podcasts and all these smart people and then you have to try it yourself.

[0:13:15.7] MC: For sure.

[0:13:16.3] AVH: This maybe that strict paleo eating is perfect for you, it may not be that, it may be that fasting just isn't going to work for your lifestyle, you have to do the work, figure it out for yourself.

[0:13:26.2] MC: Yeah, we're all crazy, complex beings. Not only that, it's like, you want to add another layer to what you just said? We change constantly too. It's not even like you could figure it out because you know what? What you do and how you do it and when you got up and when you work and when you don't work. All of that plays into the complexities of nutrition and how you kind of process things so it's like, it's a constantly moving target and you really need to just exercise the awareness of your brain and being in touch with your body.

That's not easy. That is very difficult, for my 20s and 30s, I was like obsessively trying to be a great chef in New York City. The notion of like listening to your body was like, what the – are you kidding me? What does that even mean? You know, let alone having the capability and the awareness levels and the sensitivity of like being in tune with your body. That's a challenge in and of itself. I love what Chris Kresser says, it's like the clean windshield, the metaphor of the clean windshield.

It's like, it's kind of the bad joke because it's like, the better you get at it and the cleaner you are about taking care of yourself and understanding things, you become more sensitive, not less. The cleaner your windshield of your car, the more you notice the speck on it. It's like, in a lot of ways, it's almost better to like, have a dirty old windshield because then – I mean, you know, it's just like, god the more I take care of myself and the more sensitive I get and the more in tune with my body, it's kind of the more challenging it is to kind of navigate through life.

Because, that one little thing, that one little breach is going to affect you so much more dramatically than when you were just like, boozing and smoking and not exercising. You didn't notice anything, right? It's tricky.

[0:15:21.4] AVH: To look at that is to just, you just have to look at it with a positive spin instead of how overwhelming it is, how much work it is and how much more sensitive you are now. You look at it, like you said, our bodies, our situations, everything's always changing, you just have to look at it like that's part the front and part the journey, right?

[0:15:38.1] MC: No doubt.

[0:15:38.5] AVH: Learning new things all the time, you kind of just have to go with it instead of thinking how insurmountable the –

[0:15:45.1] MC: Yeah, without question.

[0:15:48.1] AVH: Would you say that you sort of start being more aware of the health thing because you have family or just because you were getting older or what? What happened?

[0:15:56.7] MC: Yeah, I would say both, you know, hitting 40 was a big turning point for me and you know, I had a three year old around then. Yeah, stuff, priorities shift and things change and you kind of feel a little bit more confident in your own skin and you're also I think become more aware of like – you know, the fact that you're not going to be around forever, right?

You hit that halfway mark almost. It does change you, it resonates with you and like I mean, it certainly did for me, I mean, I looked in the mirror at like 41 and I was like, "My god, what have I done to myself.: Have some work to do. But you know, it was a great positive thing and like you said, it's all about how you frame it and I really took it on as a really positive, I framed it in a very positive light and took it on as a real challenge and you know, spawn Brodo and it spawned so much of my learning and like I'm so into it now. I'm sitting here on Paleo Magazine Podcast.

[0:16:55.1] AVH: It's pretty cool.

[0:16:56.1] MC: What the hell do I know about health and wellness but I've learned quite a bit. I'm not a nutritionist and I'm not a research scientist and I'm not a doctor by any stretch of the imagination but I feel like I really have learned a lot over the last decade and I have, I think a pretty good relatively good understanding, not a Peter Attia type understanding of the world.

[0:17:17.6] AVH: I'll be irritated.

[0:17:19.2] MC: Or Chris Kresser. You know, broad stroke stuff. I think I'd like to think it isn't that complicated and my second book was called *A Good Food Day* and I put 10 tenants of like what I think we could all circle around of what are the common basics, you know, one being like stay away from processed food. I think we could all agree, I don't care if you're keto or vegan or whatever.

I think we could all say, you know what? Less of that is a good idea. That's good, that's a starting point, right? I also think we could, you know, there's a lot of things we could circle around that we agree on. Like sugar consumptions for instance, right?

We know that making your blood sugar spike and having insulin flow through your body to bring it down and doing that a lot is not good for health. You know, I don't think anybody's going to argue with that. Why can't we just find a bunch of nuggets of things that we all agree upon like this notion of eating a diversity of colors. I mean, I guess there would be some conflict in the world because there's hardcore carnivore diet guys, which I'm sorry –

[0:18:36.2] AVH: only red meat.

[0:18:37.2] MC: I think it like, the most absurd thing ever.

[0:18:41.1] AVH: I mean, is it any more absurd than like the grapefruit diet?

[0:18:44.7] MC: No, yeah, exactly. Any diet that's like eat one thing is just absurd. You know, look, it is very complicated and I get often frustrated by the mixed messages but I also believe that there is quite a few things that are kind of inarguable in terms of diet and health and nutrition.

You know, sleeping well, is anybody going to argue like that's not important? Is anybody going to argue that stress management isn't important? Is anybody going to argue that like moving your body and remaining flexible and not being stagnant, sitting on your ass all day every day, that that's not an important thing to do and it's like, so many people want to just be like, "It's all bullshit and I'm so frustrated."

It's just an excuse to do nothing. I think that that's lame and I think that that's kind of chronic in our country.

[0:19:38.2] AVH: Yeah, well, because those key things that you just mentioned that we really can all agree on also aren't sexy quick fixes.

[0:19:44.0] MC: Yeah, exactly.

[0:19:44.9] AVH: Take a lot of consistency and in some cases, a lot of discipline. A huge change to people's lifestyles and that's scary and yeah, it's kind of scary concept but I'd love to, you touched on stress management and sleep and I'd love to talk to you about that because from what I know, from reading books written by chefs, a tough lifestyle.

It's a stressful lifestyle, it's a stay up late lifestyle. I'd love for you to kind of talk about how you manage that sleep distress management? How you kind of work that life?

[0:20:17.3] MC: Well, in being a business owner, right? I'm a small business owner and like you carry that stress with you all the time. I will say like, I'm now in a better position to not kind of carry the stress of like running the kitchen during service, I have a younger guy who is more resilient than I am at 50 to do those super intense, because that's you know, running a service for a busy restaurant in New York is very intense and like, there's no way around it, you can't Zen your way through service.

It's like game time, right? You play they super bowl, guess what, you're not going tom, there's only one way to do it, it's really – yeah, you're not going to go on the corner and have a moment of meditation. You go in and you go at it and that's what service is like every night.

Thankfully, I've gotten out of that game, I did that for close to 20 years but you know, I started a meditation practice and it sounds so cliché but – god, the amount of research in the world over like the last 50 years about how effective it is. It's kind of undeniable and you know, people get caught up with what that means and like, I literally tell people, "You know what it could mean? It could mean like turn of your phone and close your eyes and like breathe for 10 minutes."

That's it, that's what meditation is, you don't have to overcomplicate it, it's just like, it's basically just giving yourself a moment to check out and stop your kind of brain from you know, this constant like, beating yourself up and worry and all that stuff. I think you know, meditation is the best – one of the best ways.

[0:21:58.4] AVH: How is that looking in your daily life right now? What does meditation look like?

[0:22:01.5] MC: It's through an app. I got the Sam Harris waking up podcast, not the podcast, the app. It's a great like 50 days thing and it's like, 10 minutes a day and he's super cool and makes it sound super easy and it is, it's effective. You know, I've done other – I had calm for a while and look, it's like, I have – I'm not one of these guys who have meditated every day for the last 20 years, it's far from it but I've had moments where I'm in a moment's where I'm out.

That's fine, I don't judge it too harshly, to acknowledge and recognize that there needs to be some kind of meditative practice and I don't care like sometimes my meditative moments come when I'm doing tedious kitchen work at home on a Saturday and I have three bunches of scallions that I have to clean.

It's like, you take the little end of and then you peel the outside layer of and like, I literally turn that process into a meditative thing, which is a powerful thought because that's what people need to understand. It doesn't need to be like this cross legged, rub your thumb and forefinger together. You could literally find those moments in a walk, you can find that moment on a subway, you could find that moment over a cutting board.

[0:23:14.4] AVH: Exercise.

[0:23:15.0] MC: Exercise, washing dishes, there's all kinds of places, folding clothes, there's all kinds of places to multitask and designate that moment as a meditative moment that gives your whole body a moment to like breathe and be aware. It's a powerful thing and I try to convince my loved ones to do it and my employees to do it and my friends to do it because I do believe in the power of it. Yeah, that's what I do for that and then for sleep, I have been very – I'm one of the lucky people –

[0:23:49.7] AVH: You could sleep.

[0:23:50.2] MC: My god, I sleep, I am such a sleeper. I could sleep nine hours, I could sleep 10 hours a day no problem. I usually sleep eight.

[0:24:00.8] AVH: You still, like, I guess I'd love for you to kind of walk through what your sort of general weekly schedule is too? Are you still like this sort of night owl when you're asleep?

[0:24:10.0] MC: No, I'm not running kitchens during dinner services. I'm usually in bed 11 at the latest, sometimes early as 10 and I'm up at seven. 11 to seven is a solid eight hours.

[0:24:24.4] AVH: When you were working in the kitchen, you could still get your sleep, it was back, you were just in bed early in the morning basically instead?

[0:24:33.3] MC: Yup. You know, I was two to 10 guy for a long time, there was three to 11 for a while and I'd go to bed at three like with a full belly and like a bunch of beers, that was a lot. I did that for a lot of years. No, thankfully, I've always been able to sleep so sleep has never been an issue for me.

[0:24:53.0] AVH: yeah, that's really nice. You got that like military, I can just sleep anytime and we're kind of, that's a skill.

[0:24:58.6] MC: Latency too. It's like I fall asleep very quickly. As soon as I hit the –

[0:25:02.3] AVH: That's not something you could teach as I know because I have a hard time sleeping and I'm working on it and that's been my thing, sort of health goal of the last few years and I'm getting better, finding a tactic to do it but it's not something that – it's one of those really tough things to work on because sometimes the more similar to meditation.

The more you try to push it.

[0:25:22.4] MC: Forget it.

[0:25:23.2] AVH: The more less effective.

[0:25:23.9] MC: Less effective, yeah. No doubt, especially with sleep, my god. I need to fall asleep, forget it.

[0:25:32.0] AVH: Story of my life.

[0:25:32.9] MC: You lose.

[0:25:33.0] AVH: Anyway, I'm getting better at it, it's a working progress like everything else. We haven't really talked about your work and broth and hearth and all that stuff but I have been a fan of yours for a long time, I believe the first time I ever heard about your restaurant was through Tim Ferris.

[0:25:50.1] MC: Nice.

[0:25:51.2] AVH: 4- Hour Chef. Are you guys like – how did that connection happen? Was it just that he walked upon the restaurant and loved it or how did that work?

[0:25:59.6] MC: It was through a mutual friend who introduced, it kind of goes back to like the beginning of my 41 where I said things switched. One of the first books that I grabbed was The Four-Hour Workweek. Because it had just come out. It was all over the place, right?

I was telling a friend about how I was reading this book and all the thing I was learning. "I know Tim Ferriss," I was like, "You got to be kidding me. He's like, "Yeah, I'll bring him in to dinner one day," and then he came into dinner and sat at the pass at Hearth, we hit it off. We just chatted until like two in the morning.

It was the beginning of a friendship. I mean, he's a super busy guy. I'm a super busy guy, it's not like we're like hanging out all the time but like, every couple of months or a couple of times, three times a year, we'll see each other, I was out in Austin last year and we hooked up and got together and we cooked some food together.

I did some stuff for his *4- Hour Chef* book, he featured Hearth. I don't do sexy time steak.

[0:27:02.4] AVH: You know about that one though?

[0:27:03.2] MC: No, I don't.

[0:27:04.2] AVH: It's in that book.

[0:27:05.0] MC: Is it really?

[0:27:05.6] AVH: Delicious.

[0:27:07.1] MC: I'm sure.

[0:27:07.7] AVH: Anyway, lots of garlic.

[0:27:08.8] MC: I did how to break down a chicken in his *4- Hour Chef* book and then he did like a three page feature on Hearth. There's history there. He wrote the forward to *A Good Food Day*. My second book. Yeah, he's a monster. He's super cool.

[0:27:25.4] AVH: He's so influential, there are people really do hang on his every word. I mean, you're obviously a super accomplished chef and author and business person in your own right and the restaurant is fantastic but do you think that having him as a cheerleader has made any difference in like the type of people that are seeking out the restaurant because it seemed like he was really, when he had it in his book of places to go in New York, that one day crazy food or something.

He really kind of positioned it as this is a fantastic restaurant for everybody but it also is like nose to tail, you can get awful and it's like really kind of pull, wholesome delicious food. Do you think that that kind of change maybe potential people who are coming in to you?

[0:28:08.7] MC: Absolutely. I mean, I rebranded Hearth a couple of years ago to align more closely with Brodo. You know, we had always been hyper seasonal and we had always had a focus on acquiring really wonderful ingredients and clean ingredients but I never really put it forward, it was kind of like, we never said anything about it, we just had great food and simple descriptions.

When Brodo happened, I was like, there's obviously such a hunger and thirst in the world for like caring about where your food is coming from and what it's about and good fats and bad fats and you know, there was like so much knowledge happening in the world around food choices that I was like, you know what? I'm not going to be quiet about this anymore. We really decided to turn the volume up on our practices.

In a way that we hadn't done in the past. We even turned it up more like so, for instance, we went to only 100% grass fed butter and no more, that was the only kind of butter we used, we bought a mill and all the grains were local and we're milling all of our own flour and we're milling all of our own corn of polenta. We started doing small – we were like, we only want local fish, small fish, no more lines of the sea as I call them, no more tuna, no more sword fish, if it's farmed salmon, it's going to be like a really high functioning farm salmon.

But really, focus on wild fish, super clean, grass fed meats only. You know, all of our sugar choices, it's like, we didn't use refined processed sugars anymore and we really put that forward and that happened a couple of three years ago and my demographic changed between Brodo, that see change probably a little bit of Tim Ferris effect but our demographic at that restaurant changed significantly. It went from 50-60 something to all these young, vibrant, beautiful people. It was like, "Oh my god" it really resonated so.

[0:30:10.8] AVH: It is interesting though. I guess it is the cliché that at a certain age you're not going to really change your behaviors but I think that especially in New York there could be some bolder people who are interested in that health forward but high end food.

[0:30:26.2] MC: Yep, you know I also feel like it's a little bit of a feeling, a niche, a wide open niche because there is the Hu Kitchens of the world and there's a lot of fast casual places that are really leveraging that narrative like CAVA and Dig Inn and Hu Kitchen, Springbone, yep but

you know, there are all kind of fast casual 12 to \$16 lunch places and no one is really latching onto that in the dinner higher check average type way.

I mean that's not to say that there aren't unbelievable chefs doing great things like Dan Barber, etcetera. Like his places and his food choices are amazing but he is choosing not to leverage and speak to that demographic of people. So I saw it as a real opportunity and something that was very genuine and really meaningful to me and it's resonated because it is like, look I think we rarely have a qualitative conversation around things and I think there needs to be, right?

There is a difference between a plate of pasta that is made with white flour and a plate of pasta that is made from whole grains that we meld today and grass fed butter and I am sure there is some people is gluten is gluten is gluten and that might be true for some but from a qualitative standpoint, I would rather have pasta from freshly milled whole grains that are from New York State. It tastes better, it smell better, all the nutrients are there.

It's not just the carbohydrate piece of the grain and with grass fed butter and local vegetables. That is different from pasta from wherever made from.

[0:32:19.3] AVH: I definitely think there is a different conversation that we had that people who are classified celiac and people who are trying to avoid processed grains because when you look at the conversation around ancestral diets and ancestral eating, that is not saying eat like a caveman. That is saying if you are from Italy, you eat the way your great-great grandparents seems to eat and there are people who talk about –

They go to an Italian restaurant in the mid-west and then they go travel to Italy and they eat all the bread and all the pasta and they have none of the issues because it is a different food. It is made from better ingredients, real ingredients and so I think what you are speaking to is we don't – your restaurant isn't of course specifically strictly paleo but I love it because I can go.

[0:33:05.0] MC: It can be if you want.

[0:33:06.6] AVH: It can be, absolutely but it doesn't – yeah you are putting forth what is important to you and your passion but you are not saying like this is this kind of restaurant. It is

a vegetarian restaurant and that's who's going to be coming here or this is a paleo restaurant or whatever but I can still bring my non-paleo friends and they are not going to be – because of course, whenever I make a reservation they're like, "Oh boy."

[0:33:26.8] MC: Yeah, right.

[0:33:27.6] AVH: They're like, "How many weird animal parts are we going to eat? Please don't make me eat bones or whatever" I'm like, "This place I guarantee you are going to love it. It's fantastic." But there is some, of course, in the menu if you want to try it. It was the first restaurant I have ever been to where I could order a cup of bone broth along with red wine, which just makes me so excited.

[0:33:47.0] MC: Yeah, we're equally as excited. We love it.

[0:33:50.5] AVH: So talk to me a little bit about the genesis of Brodo and bone broth and not just offering bone broth at the restaurant, making it and there is a couple different locations now in the city but it is a coffee replacement almost. It's like a café, you go and get this delicious artisanal and you can customize it and walk down the street with your cup of bone broth it's so beautiful.

[0:34:13.3] MC: Yeah, okay well I like to think that there is two arms to the broth conversation. One is as a staple in the kitchen, it is the forgotten staple right? We stop making it, as a country and big food stop making real broth because they substitute it for cheaper faster, a way to get broth out there but every corner of this globe has been cooking with traditionally made broth for hundreds and hundreds of years and it is essential.

If you are going to have a practice of cooking, which I believe is one of the things we all need to do more of to get our health back I think it comes through cooking. Broth is an essential staple to cooking well the way salt and pepper and milk and eggs and butter is. I dream of the day where our broth can be next to the butter and the milk and the eggs because I believe it is as important of a staple as those items and I am on a mission to get it there in the CPG world because the vast majority of what is out there today is kind of garbage.

So there's that whole world and then what we have done at Brodo is like we said, "Look, there hasn't been much innovation in hot beverage for a hundred years, right?" we've been drinking coffee and tea and hot chocolate for a real long time and that's basically what it's been and you know I started drinking. I was like, "Okay I am drinking 10 cups of coffee a day and this is not good for me" like this is back to my 42 light bulb moment.

You know I was drinking a ton of coffee and one of the things I said I needed to do is stop drinking so much coffee. So I replaced it with broth because at Hearth, we had Hearth broth all the time and we cook it and made so many dishes with it. It is so essential to a chef's kitchen broth and I started drinking it and I was like, "God!" and I was drinking it in a cereal bowl with two hands and then I was like, "Why don't I just put it in my coffee cup?" and I started drinking it.

And then it was easy because it's the beginning of sauce making. So there is a million ways to treat broth in a chef's kitchen to turn it into a sauce or a braising medium or what have you. So it is basically a perfect canvass for flavor and the entire French repertoire of sauce making is it begins with a very basic gelatinous veal stock and then you could do a million things to that veal stock to make it into a sauce. So I was like, "Well why can't I do that to a cup of broth?"

And then there is the different broth so there is chicken broth and there is beef broth and then there's Hearth broth. Yeah, sea weed mushroom broth.

[0:36:55.6] AVH: If you don't want any animal products.

[0:36:58.2] MC: Yep, so we have four based broths today and then we add in fresh whole things like we make a roasted garlic puree, ginger juice, turmeric juice, chili oil. We can emulsify fats into them, which is really exciting especially for these keto fanatics who can't figure out a way to get enough fat into their system because you know, what I like to say about this whole keto thing is like the original keto diet is like 90% fat.

The original keto diet was brought on for epilepsy to help them mitigate against episodes is 90% fat and the remaining 10% macro nutrient was supposed to be something like 5% protein and 5% carbohydrate, which keto today, I mean they eat a lot of protein. I am not sure it would classify as a keto diet. So I feel like there's –

[0:37:52.7] AVH: Truly more like low carb than anything.

[0:37:54.8] MC: Yeah, there's really – it is almost like you can't really call it a keto diet but that's what happens with these crazy fattish things. They morph into these different perceptions but I am an old school believer that a keto diet means 90% fat and the remaining is split between carb and protein and I've got to tell you that's got to be the most difficult thing to adhere to. I mean you're literally figuring out a way to eat butter and macadamia nuts, avocado butter.

How could you do that all day? Like 2000 calories a day of fat? But anyway, it's nice to buzz what's great about a 16 ounce cup of broth is you could buzz a ton of fat into it and it's delicious. You could buzz like –

[0:38:40.3] AVH: It's now a lot easy not like a stick of butter and cheese on it.

[0:38:43.1] MC: Yeah, three tablespoons of butter into 16 ounces of broth with a frother and it is magic and I mean it is delicious. So we love our fats, you know you could buzz fats into them.

[0:38:54.3] AVH: Do you have a delicious dark chocolate or something?

[0:38:57.3] MC: We had, it is a seasonal thing around that. Around Christmas, we do a Swiss Mister. So it is unsweetened coco and some butter and some spices and you know it is so wonderful because there's very, very limited carbohydrates. So no blood sugar spiking. I love it, if I do eat breakfast often times the first thing I eat, the first thing I can assume that's not black coffee will be a broth with a tablespoon of butter or a tablespoon of olive oil, ginger, turmeric and lemon juice.

And you froth it all together and it's a bunch of protein from the broth like 20 grams of protein from the broth and fat. So to start your day after fasting for 16 hours with protein and fat with some zero carbs is pretty good to get your metabolic health in order I believe.

[0:39:52.2] AVH: When you decided to take Brodo and make it its own standalone brick and mortar like this is going to be another option instead of coffee or tea or whatever, was there any

concern? Was there any pushback? Was there any people being like, “What do you think you’re doing?” or because we’re in New York and we’re always the first to start with this I believe that it is going to get it, we’ll meet this avenue it will be fine.

[0:40:13.6] MC: I mean you always get people, the naysayers. I feel like it’s embedded in our DNA as humans to be contradictory and want to like pupu ideas. Look it was a bit of a leap of faith and we had just renewed our lease and I was staring at a 65% increase in rent. So I needed to activate that window because I needed revenue streams and I toiled for 10 years over what to sell out of that window but it was like the perfect storm of me doing my own reading around health and wellness.

Me needing to figure out a revenue stream and me kind of converting into drinking, you know it was partly like I have to stop drinking 10 cups of coffee a day. So I was drinking it and all of those three things together created this light bulb that said, “You know what, why don’t I try to do something out the window and calling it Brodo?” was a no brainer because I am like an Italian chef guy and Brodo is the Italian word for chef.

So I was like it’s kind of perfect, that name, I love the name so I was very keen on the name and we had it around. You know one of the things that was funny is everybody in Hud was a byproduct of my kitchen like that the broth that –

[0:41:27.3] AVH: Some of the left overs?

[0:41:29.4] MC: Yeah, so many interviews early on were like they assumed that the broth was being made by the scraps of the bones from feeding people at my dinner and it was like, if I saved every bone that that restaurant produced as a byproduct of the meat that I serve for dinner, if I saved it for a year and made stock it would probably serve that window for three days. So it couldn’t have been further.

[0:41:58.0] AVH: They could just made their own bone broth.

[0:41:59.1] MC: Yeah, it couldn’t have been further from the truth. It was just funny that people went there.

[0:42:02.9] AVH: Was there a lot of and still I suppose now obviously, the city has responded that they like this product and want it and you got I think four locations or something now?

[0:42:14.2] MC: Yeah, we have four and we're about to open a six month a year kiosk in Astro Place.

[0:42:20.7] AVH: Cool, I think I saw that actually.

[0:42:23.0] MC: Yeah, we just wrapped it last week.

[0:42:26.6] AVH: Yeah, okay. Is there still a lot of educational component around it or is that people know what they are doing now just like using bone broth? At the beginning was there a lot of like balancing or what is this?

[0:42:37.5] MC: I will say that there certainly is a small slice of the pie that they know what it is and they love it and they're advocates and they read nourishing broth or they're all about nourishing traditions or they understand what traditionally made broth is. They understand the value of it. They are making it a home. There is definitely a slice of the pie maybe a 15% slice of the 100% pie that are people who know but the vast majority don't know.

And they're like, "What the hell is this? Is this soup?" and it's like, "Well yeah, it's kind of like soup except we are putting it in the coffee cup in a sip lid and we are treating it more like a hot beverage but if you want to call it soup you can call it soup" and then we go down like, "Well can I put noodles in it?" and we're like, "No, we don't. It is like a beverage, you sip it out of a sippy cup" but there is an immense amount like that is the big lift for us as we grow this.

It's like we have a ton of educating to do because people are like – it's like you have to guide them, right? They're like, "But is it a meal?" you know they want to know –

[0:43:46.3] AVH: Is there too much fat and what you know?

[0:43:48.0] MC: Yeah, they want to know like when do I drink it and why do I drink and why should I drink it and can I do it for a meal or can I do it for breakfast and there's a ton of used cases like I do it for breakfast. Others do it as bridges between breakfast and lunch or lunch and dinner bridge. Some people will add fat and skip lunch and have that instead and then obviously all the cooking applications and then if you have it hanging around in your freezer, you could turn it into a soup.

And then on Saturdays, that's like every Saturday at lunch at home I clean out the fridge. I chop everything up whatever it is like an old onion, some celery and a root of bagel like whatever I have I chop it up. I slide it and I put Hearth broth on top of it and it is an amazingly nutritious soup that I make in 20 minutes and it I always delicious, you know a lot of olive oil on top and some cracked black pepper and maybe some parmesan cheese or a beaten egg and cook an egg in it and make Stracciatella or an Italian egg drop soup and it is so nourishing and so easy and fast.

[0:44:55.9] AVH: And warming and comforting.

[0:44:58.1] MC: And warming and comforting for your soul and I literally can't be more excited about a product. I love everything about good broth. I feel like it is so essential to so many important things in people's lives not only from nutrition but from getting back in the kitchen and being around the table and understanding that you can get food from the table quickly and it is a byproduct thing and it's a utilization story and there is so much there.

[0:45:30.5] AVH: I think one of the best things about food and life and as a chef you can speak to this, it is the idea of providing for people and nourishing and giving people a positive healthy happy experience together around food and broth is just one. You know there are some foods that is great to bake a cake for somebody or give somebody or to share a coffee with somebody but those are mainly not deeply nourishing. There is something about bone broth and it is warm and comforting.

But you are doing something good for somebody, you are doing something good for yourself and now you can take this in a transportable convenient way and have it be a part of your daily

routine the way a coffee, a giant Dunkin Donuts coffee that you have been at some point. What is your favorite bone broth that you guys offer through Brodo?

[0:46:20.4] MC: It definitely changes overtime but the Oishi Oishi is my favorite. We put some of our mushroom broth in there, butter and roasted garlic and it is so savory and so addictive and every time I hand it to somebody they're just to the moon over it because there's nothing not to love. It's salty, it's rich, it's like an umami bomb and it's phenomenal and people love it but to your point, that's why we are so driven and so excited at Brodo.

The team of people that we've gotten together to help grow this, it literally is such a soulful mission because I really do believe in the power of spreading that nourishing that cup of broth and how much good it's doing. I can't tell you how many people walk up to a window or come into a shop and are just overjoyed by what the practice of drinking broth more regularly and having broth around in their kitchen has transformed their life and I mean it sounds like a little excessive.

And like I am a being crazy over marketer here but it's true. I see it every day and I experience it when I drink it and every time we spread that cup of nourishing comfort that is like, it is nourishing for your body and your soul and it is a powerful awesome thing and it's driving us like crazy and we are all so excited and we're all so enthusiastic and we try to pour that into everybody we hire for our shop and there's so much knowledge and energy around what we're doing. It's just a really exciting times, it really is.

[0:48:11.2] AVH: I don't think you are overselling it because I don't think that important transformative wonderful experiences have to be something epic and huge and it goes back to what we were saying earlier is that these fundamental healthy practices that we can all agree on, try to sleep, try to manage your stress, try to eat less processed foods, those aren't big momentous sexy things either. They are just little day decisions you can make to make your life better.

[0:48:37.3] MC: That's in the little – yeah, totally. There's no magic pill. It's like a bunch of little things and I'd like to think a cup of broth a day is a fantastic little thing that's very easy to adhere to. It tastes really great, you don't feel like you have to plug your nose and swallow the pill of

something that's not tasting good or a spoonful of cod liver oil and that's the beauty of it. It's like the guilty pleasure that you don't need to feel guilty about because it is actually really good for you.

[0:49:07.1] AVH: What do you think about – I always find it funny especially because New York is such an epicenter of Instagram trends and some things have taken off virally and you know interesting things and food happen here before they happen in other places and it just is funny to me that a lot of things that people call trends are actually things that have been around for a very long time. They just found maybe a new audience or a new voice.

Things like a few years ago when magic places started springing up everywhere and so now Instagram influencers are like, "We invented macha" when obviously that has been around forever and bone broth is another one of those things. How do you guys plan to make sure that this is something that has sitting power and that doesn't plateau and looking at the world right now it is not a thing anymore. How do we make this something that's an institution that is always going to be because it should be?

[0:50:02.0] MC: Yeah listen, I mean that is a great point and that's something that we try to work at every day to stay relevant in the city that's like it's always new and noteworthy and I can tell you as a chef of a restaurant that just turned 15 years old, I have been struggling with that relevance, question especially in the restaurant industry when there's thousands of restaurants opening like seemingly every minute in this city.

So in terms of the broth thing though, one thing I'd like to say is like this is not new and trendy. It's been on every corner of the globe for hundreds and hundreds of years. So it might be new and trendy to treat it as a hot beverage and put it into a coffee cup and customize it and treat it like a coffee shop but I feel like the inherent value in it and the soothing nature of it that once we convert people, they become our biggest advocates and our biggest marketing pool happens from people who love what we do.

I personally hope and see so far that the pool of marketers that love it just continues to grow and it's self-perpetuating. So I just think the more of it we get out there, the more likely it's going to dig a deeper stake in the ground and be here, we dream, we like to dream of a time we like to

say when we are feeling really dreamy, for every 30 Starbucks there needs to be a broth shop, you know?

[0:51:32.3] AVH: Yeah that would be nice.

[0:51:33.8] MC: I think so. I mean look, I need my coffee in the morning like everybody else and coffee has the benefit of being an amphetamine and a drug but what we find in our shops is like people become dependent on their broth habit because it makes them feel so good and they want that broth every day or every other day and it is a good thing to make a habit of.

[0:52:00.2] AVH: Yeah, I think if we could do a 30 to one ratio of Starbucks to bone broth that would be a good start.

[0:52:06.1] MC: Yeah, that would be awesome.

[0:52:07.1] AVH: Yeah, so I won't keep you too much longer and I know you're a busy man, you've got a lot going on and you did talk about you have these seasonal locations for Brodo now and that's continuing to grow. Is there anything else on the horizon that you're working on that's going to have Brodo bone broths available in grocery stores or what are you thinking?

[0:52:27.3] MC: Well, we are in a 120 stores today, yep with a core contain. We have all four of our skews, the vegan broth, chicken broth, chicken broth and our Hearth broth. We are in 30 ounce frozen containers, we are all in the Whole Foods in New York City and Westchester County. We have a local distributor in the North East so we are in a 120 shops today and we certainly want to grow that. We are working on a bunch of stuff that we're excited about.

You know it is like the innovating around new products is easy. It's the execution is hard, right? Because as a chef who is obsessed with broth and obsessed with food and obsessed with nutrition, I got to tell you there's no shortage of ideas but it is figuring out how to execute on that idea and finding the right partners to execute that idea and scaling and the retail. I'm like, my god, the millions of levers that we – that is our challenge.

But there's certainly tons of ideas I have so over, you know, look, I think that we will continue to need to innovate and I welcome that challenge and we will. You know I dream of a day where we could really broaden our product line into vegan broths. I feel like I really want the shop to be equal parts bone broth and equal parts vegetable broths. I think there is a real future in widening our product line and becoming the plant based broth place and the bone based broth place.

[0:54:01.8] AVH: It is possible right?

[0:54:02.9] MC: It is a no brainer to me. You know vegetable broth are really cool and I love making them and they tastes delicious. They don't quite have the functional benefits because you are not getting all of those amino acids out of the collagen protein of a bone broth but I still think it's better to have a vegetable broth with garlic and ginger and butter than it is to drink a 68 grams of sugar coffee drink so there is that.

[0:54:30.5] AVH: I did not know that you guys were in Whole Foods and now this is going to be a problem for me because it is fine to say it is pretty simple to make your own bone broth honestly but it is one of those things you know where –

[0:54:41.5] MC: It is a lot of work.

[0:54:42.9] AVH: And let someone else make a sandwich, it just tastes better than when you make it yourself, you know? I mean anyway, so I always like to buy from the experts you know?

[0:54:50.7] MC: No doubt and you know, it's an 18 to 24 hour cook time on our broth so it's a lot of work. So we'd be happy to take that off of your chest.

[0:54:59.4] AVH: Yeah, okay.

[0:54:59.6] MC: Fresh Direct, you can get it through Fresh Direct as well.

[0:55:02.8] AVH: Weekly or monthly budget for sure because that is awesome, that's really exciting cool.

[0:55:07.5] MC: Yeah.

[0:55:08.1] AVH: Well Marco, thank you so much for taking the time. This is first of all, it's my pleasure to get to speak with you and meet you.

[0:55:14.8] MC: Thank you.

[0:55:15.6] AVH: I am such a fan of what you do.

[0:55:16.6] MC: That is so nice.

[0:55:17.9] AVH: But anybody that is as excited and passionate about of course food but learning in the health aspects of it too like all of that coming together is exactly where I like to live. It makes me so excited. I am just leaving feeling extra excited about what you're doing and what we can teach people through things like the podcast we're doing and yeah, the more people drinking bone broth the better. So I support it whole heartedly and I am excited to see where everything goes and yeah, thank you very much for taking the time.

[0:55:48.8] MC: It's my pleasure and I feel the same way. I love these opportunities so I thank you for having me on and you know, I am with you. I feel like we have a job to do, which is to spread as much of our knowledge as we can and whether it is through food or through podcast, I think it is really important stuff and it is fun and there is joy in it and there's a lesson there I think.

[0:56:13.3] AVH: Yes, spread the knowledge and the positivity.

[0:56:16.1] MC: Yeah.

[0:56:16.3] AVH: And the delicious bone broth, you could get some. All right, thanks Marco.

[END OF INTERVIEW]

[0:56:25.2] AVH: All right guys, that's it for today. I hope you enjoyed my interview with Marco Canora. Check out Hearth if you can, if you get a chance, if you are so lucky it's delicious. Definitely do that and shout out again to our show sponsor, Ayoba-Yo. They make the delicious biltong jerky like treats that are great for travel and are great for sticking to your healthy paleo/keto/carnivore/healthy meat based diet if that's what you're into.

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And if you did like the episode, please leave a nice rating and review on iTunes so that people can hear it and see it for themselves and spread the love, share it on social media, let other people know what's going on, I would really, really appreciate it and make sure you are subscribed to Paleo Magazine Radio so that you can listen next week to my interview with none other than Erwan Le Corre aka the godfather of MovNat, the natural movement practice that has been huge in the ancestral health world.

But also fitness and sports world for I don't know, 15 years, a lot longer than I've known about it. This guy is a legend and he's going to teach us about primal healthy ancestral movement and how to relearn some of the very natural healthy ways that our body can move that we have forgotten maybe recently in our modern less healthy world. So this is an awesome interview. I am so excited to share it with you. I hope you enjoy and join me next week and have a great day.

[OUTRO]

[0:58:22.8] AV: The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]