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## RUBY'S MARKET

STORY AND PHOTOGRAPHY BY ANA PIERCE

**SPRINGFIELD, MO.** Ruby's Market recently opened its doors in Springfield, Missouri, with a sign proclaiming it "Springfield's healthiest grocery store." Throughout the aisles, tags identify a variety of product attributes, such as organic, kosher and vegan. The store contains a wide array of produce, which can be taken to the "chop shop," where an employee will slice, dice, chop, and cut fruits and vegetables for a fee. The in-store bakery features fresh, gourmet chocolates from single-origin, fair-trade sources made daily. For those who crave pizza, Ruby's offers brick-oven-fired pizzas with fresh dough. With freshly flown-in seafood, 200-plus bulk items available by the pound and an in-store bar serving beer, wine and kombucha on tap, Ruby's selection of healthy offerings are living up to its tagline.

2843 E. Sunshine St., Springfield, Missouri, [rubysmarket.com](http://rubysmarket.com)



## ARTISAN PRODUCTS

WRITTEN BY KAITLYNN MARTIN

### TICKLE MY FANCY PICKLES

**ST. LOUIS.** Last summer, friends Helen Quaisi and Matt Edwards, the founder of Mother of All Beef (MOAB) Provisions, started a partnership. Quaisi first met Edwards through her husband, a MOAB fan. The two got to talking about using Quaisi's culinary skills and Edwards' knowledge of the food industry to create what they call "uncommon condiments." Their first product, Tickle My Fancy chipotle pickles, was an instant hit among family and friends. Now the condiment company offers other flavors such as spicy garlic and deli-style pickles. In February, in partnership with Urban Chestnut Brewing Co., a Winged Nut beer pickle was added. Find the pickles at several St. Louis-area retailers including Dierbergs and Shop 'n' Save.

[ticklemyfancyfoods.com](http://ticklemyfancyfoods.com)  
PHOTO COURTESY TICKLE MY FANCY



### REINNECK RANCH SALSA ROSE


**MASCOUTAH, IL.** When James and Hope Reinneck's daughter was born two months premature in 2008, James went to the family garden to destress. He ended up making a salsa that he brought back to the nurses, who responded in a way neither he nor Hope were expecting. "The nurses loved it and said, 'Mr. Reinneck, we really think you should try and get this in the grocery store, because it's that good,'" Hope says. Today, Reinneck Ranch Salsa Rose, named after the Reinnecks' now 8-year-old daughter, is sold in more than 300 locations and 12 states. James likes to describe the salsa as "a little sweet with a little heat that gets you at the end." Word about Salsa Rose has reached the public primarily through demonstrations and tastings the Reinnecks have held at grocery stores. "I just love hearing people say they've never tasted anything like Salsa Rose before," James says. "Once we put it out there, it has really been a dream come true for us to see how much people like our product. The support has just been awesome. We can't be thankful enough." Salsa Rose is available in hot and mild and sold in 16- and 32-ounce jars.

[reinneckranch.com](http://reinneckranch.com)  
PHOTO COURTESY REINNECK RANCH

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Microgreens sprout  
into big business on p. 92

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