

# ROBERT IRVINE

MAGAZINE

WINTER 2019

NOTHING IS IMPOSSIBLE

## OUR BEST WINTER RECIPES

EAT FOR  
COMFORT &  
HEALTH AT  
THE SAME  
TIME

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A NEW BOOK,  
A NEW TV  
SHOW AND  
MUCH MORE!

## A DAY IN THE LIFE

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ROBERT TO  
SEE WHAT  
DRIVES HIM

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# ROBERT IRVINE MAGAZINE

Nothing is Impossible

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MAGAZINE

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# THE DEVIL'S IN THE DETAILS

We all have blind spots—and we never know how big they are until someone checks them for us.

I've told you the story a million times: I travel 300 or more days a year, cooking around the globe, filming for television, entertaining our troops, monitoring my businesses, and meeting as many fans possible. Yada yada yada, right? But I've only told you about it. I haven't really shown you. And the fact is, those details add up to the fact that I live a really unusual life. It wasn't until a trip to Las Vegas this past September when I realized that sometimes, you need someone else to tell your story. The pace of my life, after all, is just a routine to me at this point. As I'm sure yours is. That's why it's helpful to have someone else check your blind spots now and then.

On this particular trip, I had Robert Irvine Magazine General Manager Matt Tuthill checking those blind spots. For me, it was a rather routine trip. But for Matt—a guy who doesn't travel very much and prefers the quieter life of a writer—it was a whirlwind filled with interesting details. I didn't realize this until reading his story, which begins



Follow Robert on [Twitter](#), [Instagram](#), and [Facebook](#).

# ROBERT'S LETTER



We're all a little too busy, getting caught up in our daily routines. Pick someone in your life and randomly let them know how special they are. You'd be amazed at the impact it has.

on Pg. 14.

I've never taken my family and good fortune for granted, but Matt's piece makes clear that I have begun to take for granted my daily comings and goings; I've become numb to the endless buzz of activity, and almost forgotten what it looks like from the outside. I appreciate this story because it sort of slows the camera down, lets me see myself through a different lens, and picks up on some details that I might have otherwise forgotten.

It also got me to realizing that all of us have blind spots and that you might be taking some of the more extraordinary aspects of your life for granted. So here's what I want you to do: Find someone in your life who's been too busy to step back and appreciate the full scope of how special their lives are. Give them a call or shoot them a text or an e-mail and tell them what it is you admire about them and remind them of how much they have to be grateful for. It will take two minutes and I guarantee it

will change that person's day—and maybe even their life—for the better.

Your in health,

A handwritten signature in black ink, which appears to read "R. Irvine". The signature is stylized with a large, looping "R" and a cursive "Irvine".



# ONE PIECE AT A TIME

They may not feel like much, but tiny piecemeal workouts add up in the long run.



Our workouts of the month address the issue of being short on time with a series of 20-30 minute workouts. The rationale behind those workouts: Intensity takes the place of time.

But what do you do if you don't even have that kind of time? You could try an all-out blitz of situps, pushups, pullups, and squat jumps for as much time as you have, even if it's only 5 minutes? And why would you want to do that? You already knew you could do quick, simple exercises in a pinch, but you've always avoided it because

it seemed like doing so isn't even effective. According to a recent study, it turns out that ultra-short but intense duration exercise might be a lot more effective than previously thought.

The researchers found that just one minute of all-out exercise delivered the same benefits as 45 minutes of moderate-intensity exercise. Bear in mind that the study has yet to be duplicated and that we don't recommend trying to cram a one-hour workout into 60 seconds. Nevertheless, the finding is quite promising and lends more credence

to the benefits of high intensity interval training (HIIT). At the very least, this new study should encourage you to do what exercise you can whenever you can.

Whether it's a quick 10 minutes with a TRX (pictured), situps and pushups during commercial breaks, a brisk walk after dinner to help you digest, or holding a plank while customer service has you on hold, every little bit adds up in the long run. The more you start to look at free time in your life as an opportunity to exercise, the fitter, healthier, and happier you're going to be.

## IN THE GYM: WORKOUT

# FIT IN NO TIME

Crunched for time? These 3 workouts will get you in out of the gym in under 30 minutes.



## WORKOUT A: OFF AND RUNNING

Directions: Perform the following workout as a circuit. After a 5-10-minute warmup, set a timer for 20 minutes. Don't rest between exercises. Continue the circuit until 20 minutes is up, then cool down and stretch before you leave the gym.

EXERCISE	REPS
Run/Jog	400 Meters
Lat Pulldown	12
Pushup	10
Walking Lunge	20
Hammer Curl	15
Plank	30 seconds



# IN THE GYM: WORKOUT



## WORKOUT B: DUMBBELLS ONLY

Directions: Perform the following workout as a circuit after a 5-10-minute warmup. Don't rest between exercises and rest only 1 minute at the end of each circuit. Perform 15 reps of each exercise. Complete the circuit 4 times through.

### EXERCISE

Dumbbell Squat  
Dumbbell Bench Press  
Dumbbell Row  
Dumbbell Shoulder Press  
Decline Situp



## WORKOUT C: BARBELL ONLY

Directions: Perform the following workout as a circuit. After a 5-10 minute warmup, set a timer for 20 minutes. Don't rest between exercises. Perform 15 reps of each exercise. Continue the circuit until 20 minutes is up, then cool down.

### EXERCISE

Barbell Overhead Press  
Barbell Curl  
Lying Barbell Triceps Extension  
Barbell Squat  
Barbell Row  
Barbell Upright Row  
Plank (60 seconds)

# PRODUCT SPOTLIGHT

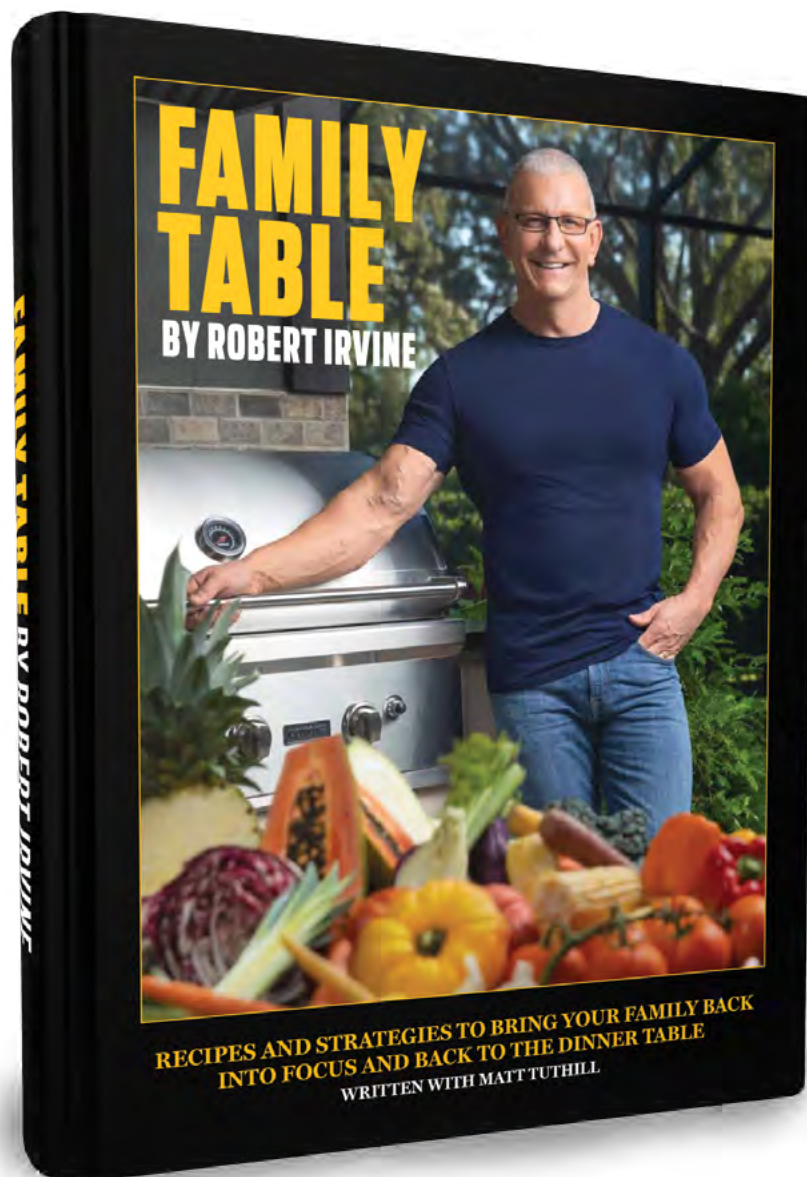


## BUBS NATURALS

This MCT Oil Powder from Bubs Naturals is non-GMO, made from sustainably sourced coconuts, and is compatible with the Keto and Paleo diets. A fast-acting clean energy source, medium-chain triglycerides have a number of health benefits from increasing energy to improving GI health, to boosting your immune system. Unlike other sources, such as straight coconut oil, this powder is vastly more convenient, dissolving easily in any liquid. Learn more [HERE](#).

# **FAMILY TABLE**

## **THE NEW COOKBOOK BY ROBERT IRVINE**



**72 EASY-TO-MAKE FAMILY-STYLE RECIPES**  
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## IN THE KITCHEN: RECIPE



# BUTTERNUT SQUASH SOUP

### SERVES 8

#### YOU'LL NEED

3 pounds butter nut squash, peeled and medium dice  
1 stick butter  
2 white onions medium diced  
1 cinnamon stick  
2 tbsp yellow curry  
3 tbsp coconut milk  
6 cups chicken stock  
3 tbsp toasted pumpkin seeds

#### MAKE IT

1) In a large 4-quart stock pot add butter and allow butter to brown, and onions, allow onions to cook over medium heat until onions are translucent and cook through.  
2) Add butternut squash and curry powder, allow to cook for approximately 5 minutes, making sure not to burn.  
3) Add chicken stock and coconut milk. Allow to cook for approximately 1 hour; season with salt and pepper, stirring occasionally.  
4) Puree in a blender until soup is

smooth.

5) Garnish with pumpkin seeds. Serve with a piece of warm bread if desired.

#### THE MACROS

CALORIES: 299  
PROTEIN: 8 g  
FAT: 19 g  
CARBS: 30 g



# SPICED SHORT RIB

SERVES 4

### YOU'LL NEED

#### Cure

- 1 tbsp grated nutmeg
- 1 tsp cinnamon
- 1 tbsp Kosher Salt
- 1 tsp TCM (this item is optional)
- 1 tsp Black Pepper

#### Braising Liquid

- 2 carrots
- 1 onion
- 2 stalks celery
- 1 quarts Red Wine
- 2 qts beef stock, (chicken stock a suitable substitute)

#### Sachet

- 4 bay Leaves
- 4 sprigs Thyme
- 2 sprigs Rosemary
- 1 tbsp peppercorns
- 1 tsp allspice

### MAKE IT

- 1) Combine all the ingredients for the cure and cure the ribs thoroughly. Allow the ribs to cure under refrigeration for around 12 hours. If you don't have 12 hours, a 4 to 6 hour cure is also ok.
- 2) Remove the ribs from the cooler and sear in a roasting pan over medium high heat on the stove. Be sure to sear the ribs on all sides and get a fair amount of color.
- 3) While the ribs are cooking, large dice the carrots, onions, and celery.
- 4) Once all of the ribs have been



seared turn the heat down to medium and add the carrots, celery, and onions (mire poixe). Cook the mire poix until it has softened and has taken on some color. This should take about 20-25 minutes.

5) With the vegetables still in the pan, add the red wine and deglaze. Turn the heat up to high and be sure to remove any fond stuck to the bottom of the pan.

6) Once the wine has almost completely reduced, add the beef stock. Add the beef ribs back to the pan, cover completely with water, and add your sachet. If the ribs do not fit in the roaster completely covered with braising liquid, place into two smaller vessels.

7) Bring the roasting pan back to a simmer and cover with parchment first and then tin foil.

8) Place in the oven to braise for 5 hours at 250 degrees. Check to make sure the ribs are done before removing from the oven. If necessary, continue to cook checking periodically until the meat begins to fall off the bone.

### THE MACROS

CALORIES: 569

PROTEIN: 45 g

FAT: 24 g

CARBS: 11 g



# EGGPLANT CAPONATA

**SERVES 5**

**YOU'LL NEED**

½ cup extra virgin olive oil  
1 large Spanish white onion  
2 tbsp pine nuts  
3 tbsp golden raisins  
5 cups eggplant, cut into 1 inch cubes  
1 tbsp sugar  
1 tbsp thyme picked and chopped  
1 cup tomato sauce  
1 cup sherry vinegar  
1 tbsp mint chopped

**MAKE IT**

1) In large sauté pan, add onions, pine nuts, and golden raisins. Cook for approximately 3 minutes over medium heat.  
2) Add eggplant and continue to cook for approximately 5 to 8 more minutes, allowing eggplant to get some color.  
3) Add thyme, tomato sauce, sugar, and vinegar.  
4) Bring to a boil and season with salt and pepper. Allow to chill and serve at room temperature.

**THE MACROS**

CALORIES: 364  
PROTEIN: 3 g  
FAT: 25 g  
CARBS: 35 g



# A DAY IN THE LIFE



I shadowed Robert Irvine for 36 hours through Las Vegas and just barely kept up. But by the end of the trip, I had a new perspective on what makes a tireless man tick.

BY MATT TUTHILL

**Friday, September 14, 2018**

**1:24 pm**

**McCarran International  
Airport, Las Vegas, NV**

Robert Irvine doesn't walk. At least not like you and I do. Typically, his pace is one level above brisk, too fast to comfortably keep up with unless you assume a more athletic stance—like puffing your chest out and tilting

your head back like a speed walker. It would be easier keep astride him if you broke out into a light jog, but since his speed is effortless, you'd look like a tool. So instead, you just do your best, which leaves you a little sweaty and step or two in his rearview.

At the moment, he is thundering through Las Vegas' McCarran International Airport in his trademark black loafers, dark blue jeans, and

skin tight navy tee at a pace I want nothing to do with, laser-guided to the baggage claim area. He has two employees in tow—his assistant Ryan Coyne and a writer (yours truly)—plus a friend, Coyle, from the east coast. Coyle's history with Robert stretches back to when the chef lived in New Jersey and ran the restaurant at the Trump Taj Mahal in the mid-90s.



# A DAY IN THE LIFE

Robert arrives at the carousel and I get there a minute later. He's scanning the bags for his blue suitcase; he travels over 300 days a year and he's no fool, picking a color that easily pops amidst a sea of black ones. His two associates and myself spot it and make a move toward it, but Robert slips through the crowd and is on it before anyone can say, "I'll get that."

Moments later we find a driver holding an "Irvine" sign and we're headed for the exits. If anyone recognized the star of Restaurant: Impossible and the then-current Worst Cooks in America on Food Network, they weren't quick enough to stop and ask for a selfie.

What's the big hurry? Well, it's going to be an eventful 36 hours in Irvine-land. It always is...

**2:01 pm**

## **Driving to The Tropicana**

Ryan and Coyle pile into the SUV. I ride shotgun with Robert directly behind me.

"How's the wife?" he asks.

"Great," I say.

"Baby?"

"Awesome."

"The book?"

"Good."

"The baby's awesome and the book is just good. I don't know how to take that."

I chuckle and try to explain that



Robert spots his assistant Ryan Coyne during a shoulder workout. Coyne is a former professional [Kronum](#) player.

the design process I'm managing for his upcoming fourth cookbook, *Family Table* By Robert Irvine, is well underway and that I could use his input on some mock-ups, but I'm too slow. The first check-in I've had with my boss in the past three weeks is officially over, cut short some 20 seconds in by a billboard draped on the outside the MGM Grand advertising tomorrow night's heavyweight title fight between Triple-G (Gennady Gennadyevich Golovkin) and Canelo Alvarez.

It reminds Robert of a different breed of heavyweights.

"We need to leave early tomorrow night," Robert says. "There'll be a ton of traffic for this fight and I don't want to get caught up in it."

Tomorrow night Robert will attend the 54th annual Mr. Olympia competition across town at the Orleans Arena. His friend Phil Heath—who once appeared as a guest star on Restaurant: Impossible—is gunning for his eighth straight Olympia title, which would tie him with Ronnie Coleman and



# A DAY IN THE LIFE



Cutting a promotional video for FitCrunch outside the Las Vegas Convention Center.

Lee Haney for the most wins all time; he is currently tied with Arnold Schwarzenegger for the second-most wins. Unlike GGG-Alvarez, the Olympia highlights won't make it to ESPN, but in the bodybuilding world, there's no bigger event. This year's winner walks away with \$400,000 in prize money, which ain't bad for never having to take a punch, plus the potential for the really big payday: millions of dollars in supplement endorsements.

"Did you see what Phil posted on Instagram the other day?" Robert continues. "He's HUGE! He's gotta win. It's all politics if he doesn't."

Having worked for five years at Muscle & Fitness magazine, whose parent company AMI owns and

operates the Olympia competition, I understand Robert's ominous claim. In any sport that uses judges instead of an objective measure like runs or touchdowns, politics will always play a role. The historical shadiness of the fitness industry—and bodybuilding in particular—opens the door even further for claims of foul play. With Robert so excited on Phil's behalf, I'm now a little worried that Phil won't win.

"You know, he's probably in more danger now than he's ever been," I say, trying to hedge the expectations just a little. "Fans get restless with the same champ every year. It's not that they don't like him, but they are desperate to see something new and they get vocal. At a certain point, I think it seeps in with the

judges."

"Well that's politics," Robert answers. "I'm telling you now, he's the best he's ever been and it's nonsense if he doesn't win."

I have some historical context to add to this and want to note that besides audience qualms, bodies start to break down as you close in on a decade of carrying so much muscle mass, which explains why no one has ever won more than eight times. I open my mouth to speak, but I think better of it, feigning a yawn.

"You're not tired are you?" Robert asks. "As soon as we get to the hotel and change, we're going to the gym."

I'm glad Robert can't see my face in the front seat. Besides the bags under my eyes, he'd see my soul-crush-



# A DAY IN THE LIFE

ing disappointment. I'm currently running on fumes; I'm still on New York time so that means my stomach is rumbling for dinner and I've only eaten airline snacks during my five-hour flight. As a father to a two-year-old who wakes in the pre-dawn hours, one of the things I was most excited about for my trip to Vegas was the prospect that I would get an afternoon nap before that evening's welcome dinner with the FitCrunch team.

"Nope, not tired" I say. "Let's definitely get a lift in."

The driver is now approaching the Tropicana.

"Right out front, yes?" he says.

"Yes," I say, pointing up to the gigantic mural of Robert that covers the side of the hotel. "Notice that guy?"

The driver's eyes pop wide. "Hey. That's pretty awesome!"

Robert laughs. "You should've been here when I rappelled down the side of it."

3:07 pm

The Gym

I'm glad the Tropicana gift shop carries FitCrunch bars. It must've been part of the deal that saw Robert Irvine's Public House become the main dining attraction there. I snagged a cookie dough bar before we left the hotel and I'm finishing it as we walk in the doors of the Las Vegas Athletic Club, a sparkling attraction filled with tons of new gear—plus a lot of well-maintained old-school machines they don't make anymore. Between that and the teal-and-purple stripes painted on the walls, the place has a comforting mid-90s vibe, hearkening back to a simpler day when home run numbers exploded, players started bursting out of their uniforms, and everyone thought it was just the supplements. Good times.

It's a scene that really makes a man thirsty for some creatine, which is undoubtedly part of what Robert orders at the smoothie counter: a generic, ruby-red pre-workout they serve



Top, another perfect sunny day in Vegas. Center, posing with fans at the FitCrunch booth. Bottom, being interviewed by M&F's Zack Zeigler.



# A DAY IN THE LIFE

to him in a Styrofoam cup with a coffee stirrer.

Robert sips on this while Ryan and I show our IDs. The young man behind the counter makes copies and hands us waivers to sign. When we move to pay him, he shrugs.

"I want to hook you guys up, but if you don't mind, Robert," he says, producing a blank sheet of paper, "would you sign this for my friend? He's a huge fan."

Robert happily obliges, personalizes the note, and we all walk in for free. A fitness model stops him for a selfie and skips away giddy. A towering man with bulging biceps takes off his headphones as Robert walks by.

"Yo! I worked security when you

rappelled down the side of the hotel two years ago," the man says. "You're wild! I would never do that shit."

Robert laughs and has a word with him. The guy is too cool to ask for a picture, which Robert no doubt appreciates. He then hits the elliptical and says he wants 20 minutes to warm up, which is great. I hop off my machine after 10 minutes and hit the mats to stretch, terrified I'm going to hurt myself.

Fifteen years ago when I was college, I wouldn't have been worried about holding my own. Heck, even a couple of years ago before my son was born I'd have welcomed a workout with Robert. But today,

I'm less worried about keeping up than I am with making sure I don't pull something or pass out from dehydration. It might ruin his day.

In the end, I luck out. No leg training, just an old-school shoulder blast. As heavy as the weight gets or as high as the reps go, I'm ok. Shoulders are small muscles and won't gas you out no matter how hard you work them.

At one point, Ryan—who's in excellent shape—gives me what I think is supposed to be a compliment. "Did you used to lift weights?"

My shoulders will be sore in the morning, but the comment stings a little more.

"I actually played college football," I laugh. "I mean, D-III, but still."

"Oh, right," he says. "I think I heard that."

Aside from telling me a few times to slow down and concentrate on my reps, Robert doesn't join the chit-chat. He doesn't "go to the gym." He trains. This is serious business—as it would have to be for any man aged 53 years to exhibit his extraordinary condition. His arm veins—normally prominent and visible at rest—engorge to the size of garden hoses while he lifts. His shirt gets tighter at the shoulders, too, and looks like it'll shred at any moment. In a few hours, he'll be beaming for selfie after selfie as he holds court in his restaurant, but at the





# A DAY IN THE LIFE



Everyone gets their flex on during Olympia Weekend, and Robert is no exception.

moment, no one would dare think about pestering him.

## 5:12 pm The Tropicana

"Right, then. My room. Six o'clock," Robert says. He scrolls through his phone, checking e-mail.

"Make it six-thirty."

I'm elated as I do the math in my head. If I iron my shirt now and take a very quick shower, I could nap for 45 minutes before I have to get up and throw on my clothes. I don't just snooze. I'm in a deep dream when my alarm goes off. Back home I'd just be finishing story time with my boy and getting ready to go to bed myself. The bright sun outside doesn't jar

me out of my stupor. My brain is still on the east coast. My legs feel like cement as I shuffle to the bathroom. I remember Robert's preposterous travel schedule and I can't make sense of it. I guess jet lag never comes for you when you're always on the jet?

## 6:32 pm Robert's Suite

When I come in through the massive double doors, Ryan's making cocktails and Robert and Coyle are in deep conversation, so I just give them a nod. The entire room is outfitted with floor-to-ceiling reinforced windows. I stroll over and take in the sunset: the concentrated excess of the strip up close

and the infinite nothingness of the orange-tinted Sahara beyond it. Ryan hands me a chilled glass of Patron. It's easy to see how this could go to someone's head. You feel like a king up there.

We toast. I tell him what's new with the magazine and finally get to show him the book mock-ups. He likes most of it, but points out a few photos he wants deleted from the layouts. I take the notes and he quickly tells us what's new with Robert Irvine Foods and a few potential TV projects. After a few minutes he checks his phone.

"I gotta go down now," he says. "Better to get there early to do the selfies and all that. You guys can hang out here if you want."

We follow him but take roadies.



# A DAY IN THE LIFE

6:45 pm

Robert Irvine's Public House

There's a steady rising echo of, "Oh, that's him!" as Robert walks past a small line of people waiting to be seated. He smiles and waves, stopping to take a selfie with anyone who asks.

He then heads to the kitchen to see how the food is coming, then to a circle of reserved tables where he meets with Team FitCrunch, including Pervine Foods CEO Patrick Cornacchiulo, the FitCrunch Marketing Director Dave Plowden, and the Brand Manager Elena Fusaro. Filling out the half dozen tables are a huge number of FitCrunch brand ambassadors: young weight lifters, bodybuilders, and Instagram influencers who will spend the weekend operating the FitCrunch booth at the Olympia Expo, doling out samples of protein shakes, bars, and his new FitCrunch puffs. After a tequila toast and a group photo, Robert and the team sit for an unbelievably delicious seven-course meal that sees most of these super-lean 20-somethings tap out about halfway through.

I don't have any problem with the eating, but by the end of the meal I can barely keep my head up to make conversation. It's midnight on my coast, and tomorrow's a big day, so I politely excuse myself and head back to my room. As I walk out the door I glance back; Robert is animated and holding court, with no end to his evening in sight.

Saturday, September 15, 2018

5:57 am

The Tropicana Main Entrance

I'm proud of myself. Not only did I wake up in time to go to the gym with Robert, I'm the first one at the door. I take a sip from my water bottle and smile, cocky as hell to have Robert waiting on me for a change.

*"No sir, I went to bed early so I'd be ready to train."*

Too official.

*"You'd never believe how happy you can be until you make someone else happy."*

*"Nah, I went to bed right after dessert. Today's a big day."*

Still too dry.

*"Yeah, well, next time don't stay up so late. You're not 20 years old anymore, dude."*

Yes. That's the one. I'll do that—if he seems in a good mood, anyway.

I pace around for a few moments then glance at my phone. I get a sinking feeling; it's 6:10 am. That's

seriously late in Robert Irvine time. I call Ryan.

"Where are you guys?" I ask.

"In the car on the way to the gym."

"Uh, I was waiting by the front door."

"Yeah, we met outside. Wheels up at 6:00, man!"

"Okay, well I'll just, uh..."

"Don't worry about it. We'll see you when we get back."

"Okay."

I'm miffed for all of ten seconds before I realize Robert is training for two hours this morning... which means I get to sleep for two more hours! Hey, at least my heart was in the right place, yeah?

10:20 am

The Tropicana Parking Lot

I'm dressed for the Olympia Expo, waiting within five feet of Robert's SUV, ten minutes before we're scheduled to leave. He comes out five minutes later.

"Where the hell were you this morning?"

"Waiting right at the front door!"

"Sure you were, sleepy head."

"I was! I didn't know you guys were outside."

"Rule number one when we're traveling: Gotta keep up."

I'm only relatively new to Team Irvine because his core team has been with him for close to a decade. Still, I've been with him for almost three years and really should know the rule by now. I make a move to apologize but it's obvious he doesn't



# A DAY IN THE LIFE

care. Not in any callous sense, but in the sense that he spends not one minute dwelling on the past. He's back to business: calling a few of his company officers who live in different parts of the country for status updates, getting in a Face-Time call with Gail, and conversing with fans on Twitter.

**10:50 am**

## **The Las Vegas Convention Center**

In the parking lot of the convention center, Robert cuts a video for FitCrunch social media with Plowden recording on his cell phone.

Plowden then hands everyone an Expo pass on a lanyard and we head inside.

For the uninitiated, the Olympia Expo is a strange concept. Most people don't know what the Olympia bodybuilding show is, never mind that it has a companion expo that's held in a different location. The short of it: The Olympia Expo is basically a big convention; think Comic-Con, but without the movie stars, writers, artists, rare merchandise, costumes, and all that. So... it's a convention, but without the culture aspect, meaning it is basically a big crowd of sweaty muscle heads...

At least that's how you'd see it if you didn't have a deep respect for what bodybuilders, powerlifters, and even fitness models go through to stay on top of their game—and I most certainly do. If I'm being honest, I have to admit that walking from booth to booth with a chance to bump into Olympia champions of yesteryear is very

cool. If you take supplements or eat protein bars, you get to eat and drink your way through the floor for free, as well, trying all the latest and greatest the industry has to offer while taking in powerlifting competitions and various figure and physique shows.

When Robert arrives at the FitCrunch booth, there is already a line of about 50 people snaked around the corner. Over the next four hours there will not even be two minutes to pause as he stands on his mark, taking photos and signing autographs with eager fans who are among the first in the world to sample his new FitCrunch protein puffs. (Read our story about the puffs in this issue on Pg. 29.) The puffs are a big hit; one editor from a major fitness magazine who didn't bring lunch returned frequently throughout the day to collect samples, which was the only solid food he had that day.

**2:09 pm**

## **The Convention Center (cont)**

Robert spends a few extra minutes at the FitCrunch booth, making sure that everyone who wanted to meet him got the chance. Then he stops by the Muscle & Fitness booth for a quick video interview with the editor, then he's off to the exits where his car is waiting for him. The driver punches in the address of a hotel where Robert has a series of meetings with potential FitCrunch distributors. After a five-minute wait to allow an enormous crowd of pedestrians to pass, we roll out of the parking lot—and across the

street, no more than 200 yards from where we were picked up.

Robert's mouth hangs open.

"But I could've just... never mind."

**6:20 pm**

## **The Orleans Arena**

After the meetings, we went back to the hotel to shower, have a quick lunch, and get dressed for the Olympia finals. Gail is due into town in less than two hours and she hasn't seen her husband in days, so we won't be staying for the full show, but Robert still wants to make a show of support to Phil.

Backstage we run into Jeremy Buendia, the Olympia Physique champ (a variety of bodybuilding that rewards smaller, more aesthetically pleasing bodies) who saw his reign end earlier that day. Robert tells him to keep his head up.

"You'll be back. You can do it again."

"Thanks, man. I appreciate that."

We run into some more friendly faces, including photographer Ian Spanier, who shot Robert for his two most recent books, *Fit Fuel* and *Family Table*, as well as the M&F staff. The entire competitor field is in a nearby "pump-up pen" where they curl and press light loads for high reps to flood their muscles with blood and appear fuller on stage.

No matter how many photos of bodybuilders you might have seen in your life, you're never quite prepared for seeing a bodybuilder in person—at least not once they're all oiled up and wearing nothing but a pair of skimpy posing trunks.



# A DAY IN THE LIFE

It's at once unnerving and breathtaking: The incredible size and distinct shape and separation of each muscle is outrageous, even on the competitors who will finish last.

Then Phil himself emerges from a privacy curtain, slathered in posing oil, his muscles looking incredibly swollen before he's even had a moment to pump up.

"You came!" he says, greeting Robert with a hearty handshake. (No bro hug, lest Robert ruin his clothes with oil.)

"Of course. I have to go get dinner with Gail in a bit but I wanted to make sure I saw you."

"Thanks, brother."

"You look incredible. You've got this."

They speak for a few more minutes, then Robert asks me to call the driver as we head for the door.

We wait outside the arena for too long—at least 20 minutes go by. The driver either got lost or stuck in traffic. I make the most of it by pumping Robert for stories about his early days in the States. He tells me details I've never heard before. It turns out that his reputation as a no-nonsense kitchen general began while working at the Taj Mahal, where, in addition to revamping the menu, he rooted out corruption amongst the staff. The Trump Organization had turned to Robert to stop the restaurant from losing money and Robert delivered, discovering a circle of employees who would take turns clocking each other in but never actually showing up for work. In other instances, entire purchase orders would be signed for but delivered elsewhere. By the time Robert cleaned house, the Taj Mahal restaurant was profitable.

"I'd ask where someone was and they'd say, 'He's in the bathroom,'" Robert said. "Yeah, well, everyone was in the bathroom all day."

It sounds like the most contentious episode of *Restaurant: Top*, Robert and photographer Ian Spanier. Below, with 7x Olympia champ Phil Heath.





# A DAY IN THE LIFE

*Impossible* ever, with a future President of the United States as the owner in need of help, and we'll never get to see it. It's almost heartbreaking

I want more stories, but Gail is calling; she's at the restaurant, dressed for dinner and wondering where the hell her husband is. I spot a Lyft driver and flag him down. He asks that we hail him on the app, but it's taking too long. Robert throws him some cash and he speeds us on our way.

**8:04 pm**

## **Robert Irvine's Public House**

As per usual, Gail is dressed to the nines. If she's pissed at her husband for being late to dinner she doesn't show it. In fact, she and Robert don't even get a private table to decompress. They eat at the bar with the FitCrunch team milling about having drinks. At one point, someone brings a cell phone over to Robert and alerts him that the Olympia final results are being announced. Robert orders a hush over the bar. You can hear a pin drop as stares at the phone; the field has been whittled down to two with Phil Heath and Shawn Rhoden standing center stage. There's no volume on the broadcast, so we only have the reactions of the men to go by. After an interminable pause, Phil bows his head and Rhoden raises his hands victorious. There's a new Olympia champion.

"Oh, you've got to be kidding me!" Robert shouts.

No disrespect to Phil, but I personally felt Rhoden looked great. I want to talk about respect for both men. Instead I say nothing.



Jessica Fisher and Eric Simon celebrate their wedding reception at Robert Irvine's Public House.

Just then my attention turns to a man in a tuxedo and a woman in a wedding dress. They tell me they are Jessica Fisher and Eric Simon. They met at a Halloween party where he was dressed as Fred Flintstone and she was a pirate. They've just been married at the Wedding Chapel in the Tropicana and held their reception right here at Robert Irvine's Public House.

"Oh, it was wonderful," Jessica beams. "Everyone was going on and on about the food."

Now they get to cap their reception by taking a photo with the world-famous owner, who quickly recovers from the bad news about Phil to smile for the pictures and buy them a round of drinks. They walk to the exit to begin their honeymoon. Robert and Gail follow soon after, headed to bed to rest up for brand-new adventures in the morning. Gail will go back to work producing for IMPACT Wrestling. Robert will head to Dallas to cook for a charity function. I'll head back home arrive in time for story time, a tired survivor of 36 hours that, on Robert's Chaos Scale

of 1-10, don't even register above a 3.

Before they leave I nod to Robert.

"That's gotta feel pretty cool," I say. "Whenever they talk about their wedding day for the rest of their lives, you'll be a part of the story."

"Hey, we're all part of someone else's story," he says. "We've got our own stories to write in our lives, but you can't forget about the lives you touch. That's why—"

Here he pauses to smile at Gail.

"That's why we do what we do, and we can do it with a smile. It's worth it."

Their day-to-day lives briefly flash before my eyes—the endless travel days—with the USO and military charity functions accounting for almost as much of it as their actual careers. I know the drill well, but the reality of living it is still inconceivable to me, and once again, I'm humbled.

"Of course, you've got to make yourself happy first. But you'd never believe how happy you can be until you make someone else happy. Remember that."

I will.





# COLD COMFORTS

Sweet and savory  
recipes to make your  
season bright.



# PUMPKIN BREAD FRENCH TOAST



**SERVES 4**

**YOU'LL NEED**

8 slices pumpkin bread  
4 eggs  
½ cup whole milk  
1 tbsp maple syrup  
1 tsp cinnamon  
2 tbsp granulated white sugar  
Nutmeg, grated fresh

3 tbsp butter  
Confectioner's sugar

**MAKE IT**

1. In a mixing bowl add eggs, milk, maple syrup, cinnamon, sugar, and nutmeg.  
2. Place slices of pumpkin bread in the batter. Allow to sit for approximately 2 minutes.

3. In a non-stick pan over medium heat, add butter. Allow the butter to cook over medium heat until the butter starts to brown, approximately 4 minutes.  
4. Cook bread for approximately 4 minutes on each side, checking frequently to avoid over-browning.  
5. Dust with confectionary sugar and serve with maple syrup.



# Cider Braised Chicken Thighs

SERVES 4

## YOU'LL NEED

8 chicken thighs skin on  
1 tsp grape seed oil  
3 cups apple cider  
2 cups vegetable stock  
2 apples, medium dice  
1 butternut squash, peeled and medium dice  
1 bunch sage  
1 tbsp walnuts, lightly toasted and chopped

## MAKE IT

1. Season chicken thighs with salt and pepper and place them in a medium sauté pan with grape seed oil, over medium to high heat.
2. Sear the skin side first, allow to cook for approximately 4 minutes and then turn it over.
3. Remove the chicken from the pan and add the butternut squash and apple. Allow to cook for approximately 3 minutes, allowing the squash and apple to brown.
4. Add the chicken thighs back to the pan, and add the apple cider and the vegetable stock.
5. Bring to a boil and cover and place in a 325-degree oven for about 1 hour.





## CELERY & PARSNIP MASHED POTATOES

**SERVES 5**

**YOU'LL NEED**

5 parsnips, peeled and chopped  
1 celery root, peeled and medium  
diced  
5 Yukon gold potatoes, peeled and  
medium diced  
1 cup heavy cream  
1 stick butter

**MAKE IT**

1. Place parsnips and celery root in a pot with 1 tbsp salt and bring to a boil, cook for approximately 20 minutes.  
2. In a separate pot, add potatoes and 1 tbsp of salt bring to a boil and cook for approximately 20 minutes.  
3. Using a ricer, pass the potatoes, celery root, and parsnips through

until smooth.

4. In a small sauce pot, add heavy cream and butter. Heat until butter is melted.

5. In a mixing bowl, add butter and cream mixture, and mix with potatoes well and season with salt and pepper.





## COLD COMFORTS



# APPLE CIDER MIMOSA

**SERVES 1**

**YOU'LL NEED**

6 oz champagne

2 oz apple cider

Fresh nutmeg, grated with a micro plane 4 times

**MAKE IT**

1. Pour chilled champagne into a flute top with apple cider.

2. Grate nutmeg on top and serve.





# NOT YOUR TYPICAL PUFF PIECE

Robert introduces new FITCRUNCH high protein puffs,  
and the way you snack will never be the same

BY GORDON ROBERTS

“No one’s really done savory that well.”

I hear this line from Patrick Cornacchiulo, CEO of Pervine Foods, maker of FitCrunch bars and powders, as a polite understatement. To date, most of the sports nutrition industry’s for-

ays into salty snacks have been abysmal. I should know. While working at a fitness magazine a few years ago, I remember the much-ballyhooed debut of the Quest protein chips. Quest carpet-bombed our office with crates of these things and I

remember thinking, “They look like Baked Lays! How bad could they be?” The answer: worse than I could have possibly imagined. After an initial burst of flavor powder on the tongue, during which the brain says, “Eh, not bad!” the chip turned to bitter



# FITCRUNCH PUFFS



ash in the mouth.

Piles of these chips wound up on the editors' "free table" where we dumped all the PR giveaways we didn't want. A DVD of an upcoming un-aired episode of Big Brother might find an audience in a few hours. A hard cover copy of Jesse Ventura's political musings, "DemoCRIPS and ReBLOODlicans" might kick around for a few days before someone would finally take it as a joke. The Quest chips stayed. And stayed. Until the janitor finally got the hint after a month and dumped them.

So, no, I wasn't very excited when Cornacchiulo showed up to a recent Team Irvine meeting with the new protein puffs and started passing them around the table. I started having Quest chip flashbacks and they weren't pleasant.

He took one container of each flavor—sour cream and onion, barbecue, and cheddar cheese—and placed them at the end of the



Previous page: the barbecue flavor up close; above, the full line of flavors, barbecue, sour cream & onion, and cheddar cheese; left, a look at the packaging, which includes eight bags per carton.

table and asked people to taste them and pass them down.

Then a funny thing happened. The surprised, even delighted looks on people's faces said they were good. Then came the cooing and the "mmm"-ing and more crunching. You could dismiss all of it as people being polite, but the samples weren't moving. They stayed clustered at one end of the table until Cornacchiulo

had to remind people to keep passing the containers. "Don't be greedy. Just quick puff, puff pass," which is something he did not say, but totally should have. Most people will take a bite or two to be polite. Sure. Third and fourth helpings to be polite? Not so much.

When I finally got my hands on a sample I had to concur. The initial burst of flavor was really



# FITCRUNCH PUFFS



Robert at work in the FitCrunch test kitchen. FitCrunch Marketing Director Dave Plowden explains that Robert is extraordinarily particular when it comes to creating new flavors and products, and reasons that's why fans consistently rate FitCrunch products so highly in terms of taste. "Robert's palette is the authority for everything that we do," he says.

good. Then I waited for the bitter aftertaste, for the sad realization that I wasn't eating a Planter's Cheez Ball but something healthy. It never came. The FitCrunch High Protein Puffs tasted like an honest-to-goodness snack. That rare healthy food item that can stand toe-to-toe with its unhealthy competition and win based on the merits of taste and not just the nutrition label.

I wanted to learn more, so I contacted Elena Fusaro, FitCrunch's Brand Manager, and

Dave Plowden, the company's Marketing Director. Fusaro and Plowden were the ones on the ground in the factory, grabbing handfuls of the little flavor-dusted protein puffs as they came down the conveyor belt, intermittently tasting each batch to make sure the flavor was consistent with what had originally been put together in the lab.

"We went through quite a few prototypes to get to where we are today," Fusaro says, explaining that the whole process, from

concept to launch at the 2018 Olympia Expo in Las Vegas took about a year.

So how were they able to pull it off? To make the savory snack that has eluded every company in the massive supplement industry to this point? Plowden had one word: Robert.

"Robert's palette is the authority for everything we do," Plowden says. "It all boils down to that. We send him samples throughout the process and he made his notes, asking for tweaks until we



# FITCRUNCH PUFFS

finally hit it out of the park.”

Robert’s main sticking point: consistent big, bold flavor on every puff, without adding an amount of salt or fat that would kill the product as a health item. In the end, the FitCrunch team didn’t just deliver in terms of taste, but on macros that are hard to believe: each 30-gram bag contains 20 grams of protein, 4 grams of fat, and just 2 grams of carbs at 130 calories. The Puffs aren’t just an enticing replacement for potato chips; 65% of the serving is protein, making them a quality supplement for fitness enthusiasts. The puffs also compare very favorably to other protein-infused snacks, like Lenny & Larry’s Complete Cookie, which packs a hefty 400 calories,

66 grams of carbs (including 24 grams of sugar), and 16 grams of fat to go with 24 grams of protein.

More surprisingly, however, the great nutrition label on the Puffs was achieved with a relatively simple ingredient list—starting with milk protein isolate—and no sugar alcohols. The Puffs also join a fast-growing non-GMO segment of the snacking industry while containing no soy, gluten, artificial colors, or artificial sweeteners.

The Puffs mark a crucial third pillar in the FitCrunch lineup, with the bars and powders being the first two. (The recently-launched chocolate protein snacking “bark” makes a fourth.)

“I’m really excited for this launch,” Robert says. “I honestly

can’t think of anything out there that’s quite like this. And look: no one has to take my word for it. Try a bag. You’re not going to call me a liar; you’re going to want more.

“From the beginning with FitCrunch I wanted to make healthy choices easier for people. By growing the product lineup to extend into a brand-new category, we’re doing just that. These have all the crunchy, salty goodness that you want from a snack, but none of the guilt.”

And no dreaded aftertaste.

*FitCrunch puffs officially launched at the Mr. Olympia Expo, and are now available at local gyms and Costco. You can order the full line of FitCrunch products at [Amazon](https://www.amazon.com).*







# The RI Holiday Gift Guide

From kitchen and  
housewares to gym gear  
and entertainment,  
find something for  
everyone on your list.



## GIFT GUIDE

# For The Home Chef



### KITCHENAID COLD BREW COFFEE MAKER

Yes, you could make regular coffee, throw it in your pitcher, and store it in your fridge, but that cheap iced coffee will have twice the acidic bite—and never taste half as good—as a proper cold brew. This handy, low profile gadget from KitchenAid pays for itself once you make a dozen Starbucks-sized ventis.

\$112, [Amazon](#)

### FLORAL PATTERN WOODEN SNOWFLAKE ROLLING PIN

Rolling out dough for cookies, pasta, crackers, and more gets an artsy touch with this wooden rolling pin etched with an intricate snowflake pattern that transfers easily to whatever you're working with.

\$20, [Etsy](#)

### KETTLE PIZZA OVEN FOR GRILLS

Amateur pizza chefs can now serve up fresh pies without worrying about making a mess of their ovens and smoking out their kitchens. Turn your regular charcoal kettle grill—from 18.5" or 22.5"—into a pizza oven with this stainless steel adapter kit. Includes temperature gauge and all the necessary pizza gear: pizza stone, pan and peel. Cook with charcoal or hardwood.

\$213, [Amazon](#)





## GIFT GUIDE

# For The Interior Designer

### TABLETOP FIREPLACE

Stunning and classy, this tabletop fireplace brings a little more light and ambiance than a regular candle—and it's a conversation piece, to boot. The base is made of birch, and the fireplace itself is composed of sand, lava rocks, and a sterno hidden in the base. The beveled glass is easily removed for roasting s'mores or hot dogs. Stands 6" tall.

\$29, [Etsy](#)



### AURORA BOREALIS SAND ART

This hypnotically gorgeous piece will delight kids and adults alike; colored sand and water combine to shift soothingly before an image of the northern lights. Created by Klaus Bosch and handmade in Austria, it's a true original that looks good from any angle.

\$115, [Uncommon Goods](#)

### DISPLATE METAL POSTERS

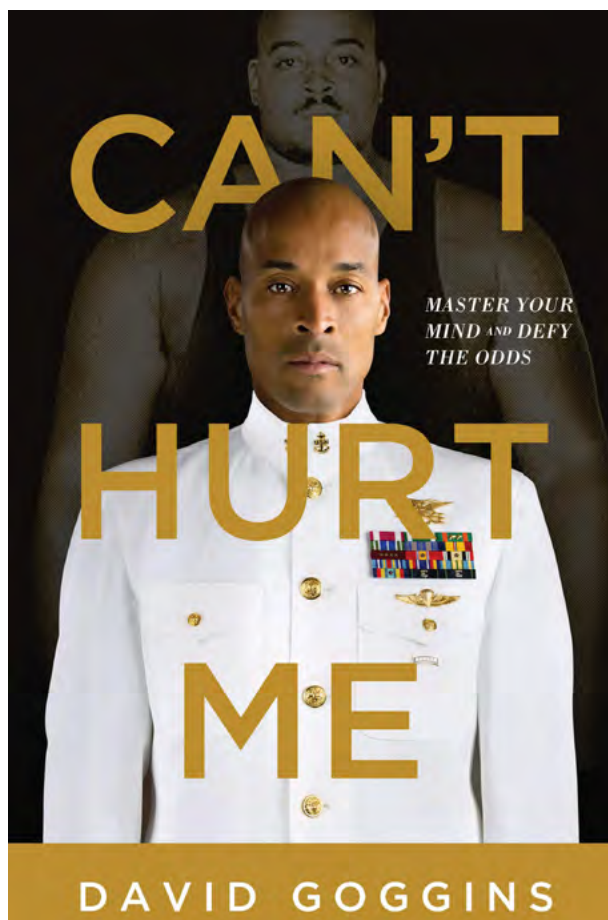
Displate brings together work from thousands of artists and produces high-quality metal prints. Whether you want something wholly original or you're a pop culture junkie, you'll find something worthy of a prominent place in your home.

\$44, [\(pictured\) Displate](#)





## For The Reader



### CAN'T HURT ME

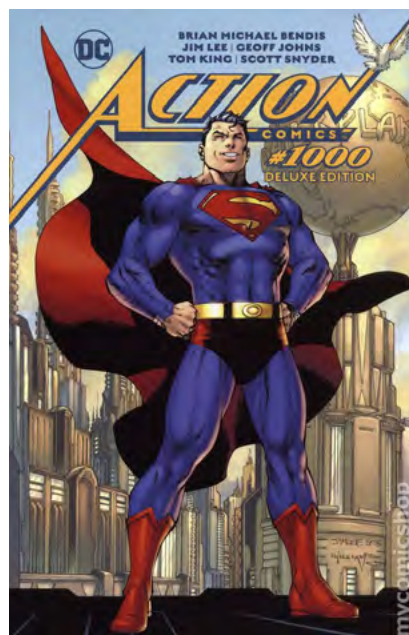
For David Goggins, childhood was a nightmare—poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring *Outside* magazine to name him The Fittest (Real) Man in America. In *Can't Hurt Me*, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities.

\$15, [Amazon](#)

### ACTION COMICS #1,000 DELUXE EDITION

“What’s a comic book doing here?” you ask. First, comic books are not dirty words, but a powerful storytelling medium. Second, don’t let a lack of staying up with Superman comics to keep you away from this incredible milestone. The Last Son of Krypton turned 80 years old this year, and his 1,000th issue of Action Comics is a perfect birthday celebration for fans young and old, collecting short stories written and illustrated by a stable comics all-stars, cover variants, scripts, and Supes’ historic first appearance in Action Comics #1.

\$13, [Barnes & Noble](#)





# For The Gym Rat



### REEBOK JJ II VALOR

JJ Watt's signature training shoe is great for all forms of training, from weight lifting, to sprinting, to agility work. But best of all, for every pair purchased this holiday season, Reebok will be donating a pair to the Navy SEAL Foundation. Besides the military colorway, there are various callouts on the shoe to honor the fallen; dates on the sock memorialize SEALs killed in action and the tongue is emblazoned with the words, "Never Forget".

\$100, [Reebok](#)

### HAN SOLO IN CARBONITE YOGA MAT

Like other yoga mats, it absorbs moisture while preventing slips with a rubber grip on the underside. Unlike any other yoga mat, it's a conversation starter and will allow you to sort your classmates into categories: 1) If they appreciate that this is from *Empire Strikes Back*, they're your friend. 2) If they don't know, they're not your friend. 3) If they say the new *Star Wars* movies are better, they're your enemy.

\$48, [Onnit](#)



### BRAIN STORM 100

A powerful dose of B-vitamins, Gingko Biloba, and just 120 mg of caffeine, Brain Storm 100 is an effective supplement for bearing down on a work project or pushing through to the end of a tough workout without getting any jitters.

\$40, [BrainStorm100](#)



## GIFT GUIDE

# For Film & TV Fans



### JOHNNIE WALKER WHITE WALKER

It's a long wait until April when we get our next—and last—episodes of *Game of Thrones*. To tide you over til then, Johnnie Walker produced this blend of single malts that drinks much smoother than your typical Scotch because it's meant to be served ice cold. Put the bottle in your freezer to reveal the words “Winter Is Here” on the side.

\$40, [Shop Wine Direct](#)



### SONOS BEAM

The Sonos reputation for delivering crystal clear sound at any volume is well-deserved and the Beam only builds on that story; the Alexa tech built into the speaker lets you control it—and every other Sonos speaker in your house—with voice commands.

\$400, [Sonos](#)



### JACK RYAN 5-FILM SET ▲

If you enjoyed Amazon's terrific new take on the Jack Ryan character, now's a great time to collect all his previous big-screen adventures in 4K, Blu-ray, and digital. This box set includes *Hunt For Red October* (Alec Baldwin), *Patriot Games* and *Clear and Present Danger* (Harrison Ford), *The Sum of All Fears* (Ben Affleck), and *Shadow Recruit* (Chris Pine).

\$51, [Amazon](#)



## GIFT GUIDE

# For Film & TV Fans



### XBOX ONE X ▲

Now that the Xbox One X is a year old, it gets a price drop of 100 bucks and bunch of bundles with triple-A games like *Shadow of the Tomb Raider* (pictured), *NBA 2K19*, and *Battlefield V*. But beyond games, the One X is the king console for movies and TV with a 4K Blu-ray player and seamless, lightning-fast integration of every entertainment app you could want. Family settings let you place limits on screen time, purchasing power, and access to certain games and apps.

\$399, [Best Buy](#)



### PLANET OF THE APES 50th ANNIVERSARY SET ▲

This definitive Apes collection brings together all nine films for the first time ever, from the Charlton Heston original to its four sequels to the 2001 Tim Burton reboot and the new trilogy which wrapped up in 2017 with *War for the Planet of the Apes*. All nine films are here on Blu-ray and digital; the three newest films are also on 4K Blu-ray disc. Includes poster cards for each film. It's a collection you will definitely want to get your paws on.

\$40, [Best Buy](#)



### 100 MOVIES BUCKET LIST ▲

A carefully curated list of 100 classic films to see before you die, from the black-and-white era to present day including everything from *Casablanca* to *The Rocky Horror Picture Show* and *Breakfast at Tiffany's* to *Lord of the Rings*. Just scratch off the titles as you proceed, revealing a movie poster for each as you do so. A perfect wall decoration for any den or man cave.

\$15, [Uncommon Goods](#)



# IS WEARABLE TECH REALLY WORTH IT?



**Q:** *Wearable tech has finally permeated the mainstream. What's the most important piece of data someone could collect is they use one?*

**Answer by Ben Aronson,**  
co-founder [Athlete Training Club](#)

A: If we're talking about "mainstream wearables" (likely watches and bands) and a mainstream audience, the answer needs to be

something simple. One of the main problems in the fitness arena on a whole is that the "mainstream" consumer is actually quite uneducated and even lazy when it comes to fitness. The mainstream doesn't have the time, education or interest in complex fitness applications. So with that being said, the answer for the mainstream is probably just "steps". With the average person sit-

ting for something like 2/3 of their waking hours, "steps" are an easy and simple means for tracking their general activity level and encouraging them to be more active.

However, if we're talking about watches/bands paired with a more advanced or detail oriented consumer, the answer is more likely to be heartrate variability. Since I got my apple watch a year ago, I have



# ASK US ANYTHING



become super interested in monitoring my heartrate variability throughout the day. Where does my heartrate peak during workouts and how is my recovery between sets? Am I pushing too hard or not going hard enough? What is my activity like during the rest of my day and how has my resting heartrate been trending? These types of insights can really change how an athlete trains and have huge impact on their performance. I've recently read a great article about how some elite runners are practicing running slower, to stay within their specific heartrate parameters, which then actually allows them to improve their speed/performance on race day. It's all very interesting but also very advanced for the

"mainstream" consumer.

The reality is the wearable market is still in its infancy. Aside from a few startups like Athos, who are really still just scratching the surface of their potential, mainstream wearables simply don't give us enough information on movement patterns, muscle activation, strength or coordination to be truly valuable. This is why at Athlete Training Club we're so focused on using video to better coach athletes. We want to see how an athlete moves under tension and also be able to hold them accountable to their training by literally seeing them train – albeit digitally via video. As more of the super advanced wearable technology becomes more mainstream,

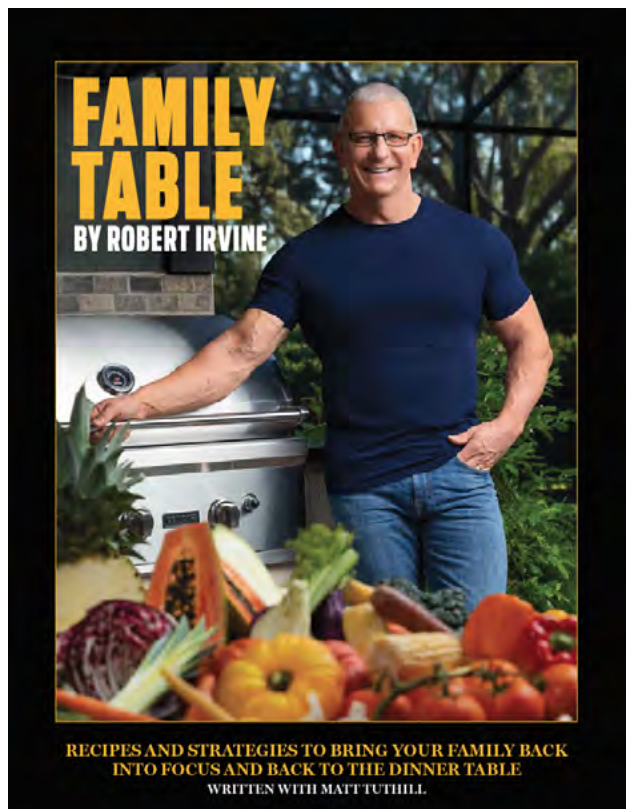
we'll look to incorporate it into our platform. However, right now, we still believe the most important thing that athletes should be tracking are their training performance and nutrition. While we help guide their nutrition, at Athlete Training Club we're really focused on improving their training through real video-based performance coaching.

[Athlete Training Club](#) is a fitness app that uses a proprietary algorithm to normalize an athlete's performance and give them a "pound-for-pound" score. Through the end of the year, ATC is running the Combine Challenge, a weekly fitness challenge with \$25,000 in prizes for high school athletic departments around the country.



## WHAT'S NEW WITH ROBERT?

A new book, a special edition of *Robert Irvine Magazine*,  
and the return of *Restaurant: Impossible*!



### ROBERT IRVINE MAGAZINE... IN PRINT!

A special printed edition of *Robert Irvine Magazine*—with limited advertising—is available now at Wal-Mart and most convenience, drug, and grocery stores nationwide. Featuring all-new material and collecting the best stories and interviews published during the first three years of the digital magazine, the new print edition also sports a fresh design, brand new photography, and an extended excerpt from the new cookbook, *Family Table* By Robert Irvine.

### FAMILY TABLE BY ROBERT IRVINE

With the subheading of, “Recipes and strategies to bring your family back into focus and back to the dinner table,” this is much more than a cookbook. In addition to its 72 delicious family style recipes, it contains 20 essays that outline Robert’s family philosophy and includes tips on how to bring your family closer together. From ditching technology to teaching your kids to cook, you can make your family life more rewarding than ever. Buy it [HERE](#).



### RESTAURANT: IMPOSSIBLE IS BACK!

For those of you who have never stopped asking when *Restaurant: Impossible* would return, we have good news! 2019 will see the return of Robert’s blockbuster franchise on Food Network. The show is casting now, so if you are a struggling restaurateur—or you know of a restaurant that needs a serious makeover to its facility, menu, and staff, then you won’t want to miss an opportunity to appear on the one and only *Restaurant: Impossible*! Appear [HERE](#).



# WORDS TO LIVE BY

“In the depth of winter, I  
finally learned that there was  
in me an invincible summer.”

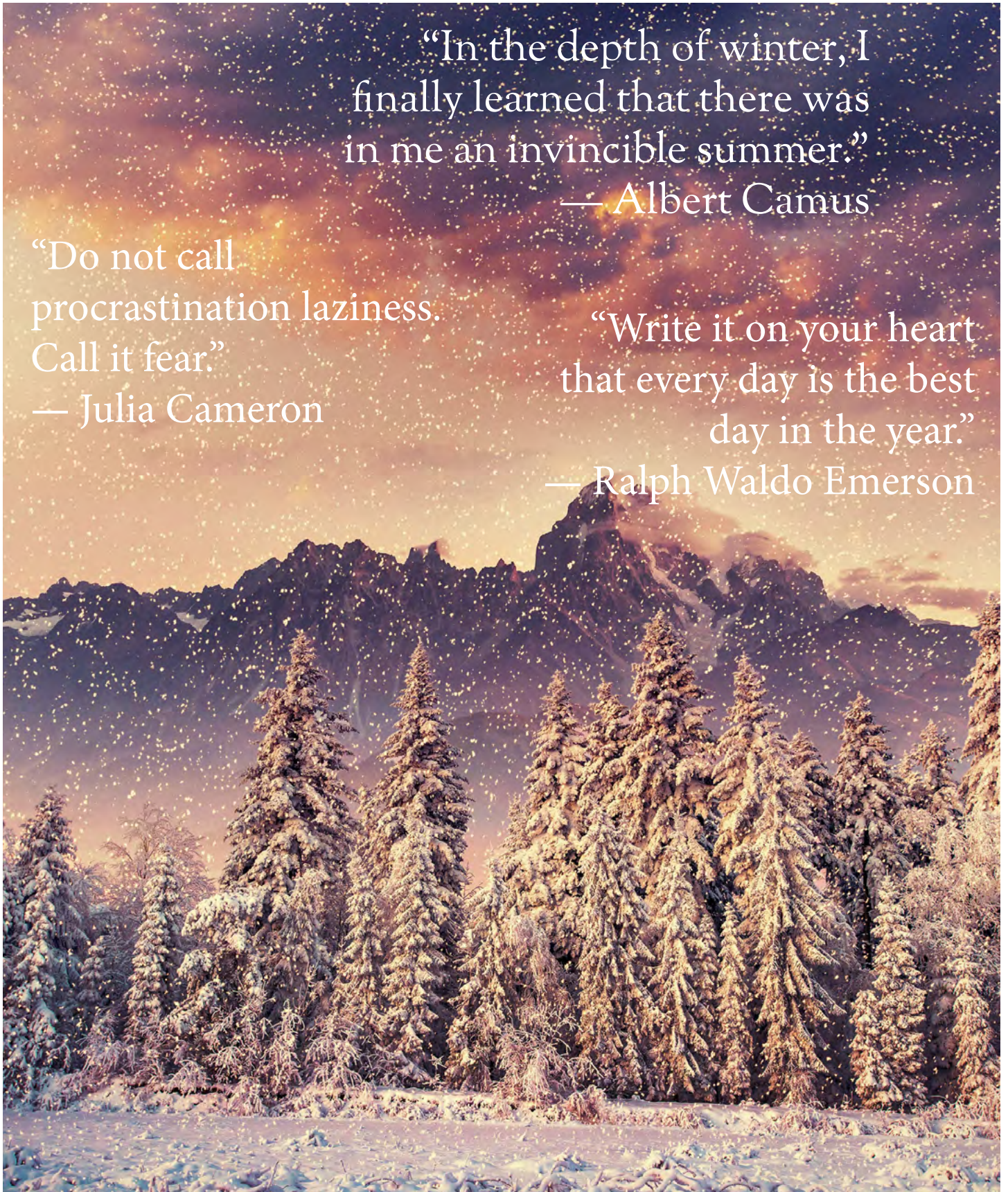
— Albert Camus

“Do not call  
procrastination laziness.  
Call it fear.”

— Julia Cameron

“Write it on your heart  
that every day is the best  
day in the year.”

— Ralph Waldo Emerson





# LET'S HELP OUR HEROES

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The Robert Irvine Foundation is a not-for-profit organization dedicated to enriching the lives of our military personnel, first responders, and their families. 100% of all funds raised go directly to those who need it most. To learn more about Robert's commitment to our military and first responders, please visit [RobertIrvineFoundation.org](https://RobertIrvineFoundation.org)

