

DISPATCHES

Second Helpings

ATHLETES ARE NOTORIOUSLY BAD AT FINDING CAREERS WHEN THEIR BODIES GIVE OUT—BUT AN INTREPID GROUP OF FORMER AND CURRENT PROS ARE HITTING IT BIG AS TOP FOODIES

by Megan Michelson

ASK FORMER PROFESSIONAL cyclist Will Frischkorn what he misses most about the Alps and he doesn't cite the glorious views or the thrilling, breakneck competition. Frischkorn, 32, was struck most by the markets—small neighborhood places where artisans sold bread, cheese, and cured meats.

"In Europe, people shop for food more thoughtfully. Products are hand-selected and placed there for a reason," says the former Garmin-Slipstream member, who won the Tour of Colorado in 2005. "I spent a lot of time on my bike thinking about food."

In 2005, during a break from training, Frischkorn attended a six-week culinary school in Colorado. His cycling career never took off the way he wanted—his top result was second place in the third stage of the 2008 Tour de France—so in 2010 he quit and moved back to his hometown of Boulder, facing the creeping uncertainty that affects

many retiring athletes. "I knew I wanted to be involved in food," says Frischkorn. "Then I realized that Boulder didn't have anything like the markets I used to go to in the Alps."

Together with his wife, Coral, 28, a former chef's apprentice from Telluride, Frischkorn poured all his savings into Cured, a European-style meat, cheese, and wine shop that opened on Pearl Street in August 2011.

As well-made food becomes bigger and bigger business, an increasing number of action- and adventure-sports pro athletes are making similar leaps. And they're not following the traditional model, in which a big-name jock lends his name to a franchise and checks out while the line cooks churn and burn rubbery food (see Michael Jordan's Steakhouse and Albert Pujols's Pujols 5 Westport Grill). In a place like Boulder, a menu crafted by a serious, nutrition-minded athlete carries weight. The same goes for Mammoth Lakes, California, where freeskiier Chris Benchetler and his snowboarder wife, Kimmy Fasani, hawk gluten-free desserts as part owners of Mimi's Cookies, or TK, Utah, where former Olympic mogul skier Shannon Bahrke opened a fair-trade coffee-roasting business in 2010. The list goes



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Caption TK





Caption TK

Tech

Breaking Virtual Trail

THE TEAM BEHIND GOOGLE STREET VIEW IS GOING OFF-ROAD—AND TURNING TO YOU FOR HELP

by James Sturz

BY NOW YOU'VE probably used Google Street View to find a restaurant or gawk at your house. Soon you'll be using it to scan your favorite single-track or rapids.

Google, in its effort to build the world's most comprehensive map, has launched a new program that will put Trekkers—40-pound backpack versions of the cameras used on its Street View cars—in the hands of select trail-management crews, tourism bureaus, universities, and other nonprofits.

Google introduced the first 360-degree, 75-megapixel Trekker in 2012 but soon realized it needed local help to expand its maps. The first loaner model landed on Hawaii's Big Island last August, with Rob Pacheco, founder of outfitter Hawaii Forest and Trail. "It's like being a cinematographer, because you keep thinking about how everything's going to look," says Pacheco, who hiked past ohia lehua trees, lava flows, and a 400-foot-deep pit crater in Hawaii Volcanoes National Park while the camera snapped every 2.5 seconds.

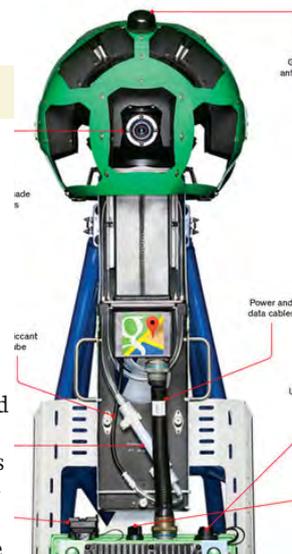
When the Big Island images are released this month, viewers will be able to navigate 46 miles on 24 different trails. (See an exclusive look at outsideonline.com/TKurl.)

By the end of this year, Google aims to have hundreds of the \$TK,000 devices in the field. Which made us wonder: How do we get our hands on one? We asked Evan Rapoport, the 33-year-old product manager for Street View who selects the Trekker ambassadors.

Get affiliated. The loan program is limited to organizations in 35 countries. "We're looking for partners that have a lot of respect for the land and celebrate preservation," says Rapoport. Apply at goo.gl/SJJB8

Think big. Rapoport picked Hawaii in part because it's a place people "dream of going." Skip Kansas.

Make it count. Example: Google partnered with the Charles Darwin Foundation in 2013 to photograph critical wildlife habitat in the Galápagos, providing baseline visual data for scientists around the world to track its condition.



on. Last summer, skiers Mark Abma and Kristi Richards launched Solfeggio, a locally-sourced, organic restaurant in Pemberton, British Columbia. Kiteboarder Gretta Kruesi and surfer Blake Jamieson plan to open the Dawn Patrol Truck, in Venice, California, which will sell breakfast burritos and offer key-valet services to surfers.

Since most of these entrepreneurs didn't become millionaires on their bikes or skis, they have real skin in the notoriously fickle restaurant game. Bahrke expanded her business to open three brick-and-mortar coffee shops, but the newest, in Park City,

floundered and closed in 2013. Kruesi and Jamieson raised more than \$20,000 through Kickstarter to launch the Dawn Patrol Truck, though the opening has been delayed by permit issues. Mimi's Cookies seems to be flourishing: since opening in 2011, the bakery now takes wholesale orders and has boosted its online sales. Frishkorn, meanwhile, started turning a profit six months after opening Cured. Still, he doesn't have any romantic notions about the business. "None of this has been easy," he says. "Working in the food business? Probably just as hard as riding the Tour de France."

ORDER UP!
WHAT TO EAT AT THE FIVE BEST JOINTS RUN BY PRO ATHLETES
—M.M.

Cured, Boulder, Colorado
Will Frishkorn, a former Garmin Slipstream cyclist, opened this European-style meat and cheese shop in August 2011. **Our pick:** Denver-made Bakin Bakery's Bacon Jam, a spread made with bacon, spices, and

coffee extract. cured-boulder.com

Mimi's Cookie Bar, Mammoth Lakes, California
Pro skier Chris Benchetler and his pro snowboarder wife, Kimmy Fasani, are part owners of this gluten-free-friendly bakery. **Our pick:** The lemon-frosted blueberry cookie. mimiscookiebar.com

El Furniture Warehouse, Whistler, British Columbia

Co-owners of this hot spot in Whistler Village include snowboarders Devon Walsh and J.F. Pelchat and skier Sean Pettit. **Our pick:** Every item on the menu costs \$4.95. Get the braised-beef spaghetti. warehouse-whis.ca

Solfeggio, Pemberton, British Columbia
Skier Mark Abma and his fiancée, former Olympic mogul skier Kristi Richards,

opened Solfeggio last summer. **Our pick:** Gourmet poutine. solfeggio-foods.com

The Rack, Sugarloaf, Maine
Olympic and X Games boardercross champ Seth Wescott co-owns The Rack, a BBQ joint on the road to Sugarloaf Mountain. **Our pick:** A rack of pork ribs smothered with homemade Sweet Pow Pow sauce. therackbbq.com

Flaunt your access. It's tough for Google to get permission to take commercial photographs in places like national parks—which is why they're turning to groups like Hawaii Forest and Trail, which already has a relationship with Volcanoes. If you have permission to photograph a hard-to-access place, you'll have a better shot.

Lower your expectations. In TKwhen, Google introduced the TKname, a backpack with a fisheye lens—essentially a lower-fi version of the Trekker—which it loans out to individuals.

If all else fails, DIY. The search giant also recently released Photosphere, an app that lets you upload 360-degree photos from a DSLR camera or a new Android phone or tablet. Images from both the TKname and the app will appear in Street View. Apply for the TKname TKhow; look for Photosphere in your Android device's camera app.