



Man v. Food Nation host Adam Richman, right, watches NASCAR's Joey Logano take the Atomic Bomb Challenge, shown below, at Sticky Lips BBQ on Culver Road. TRAVEL CHANNEL

Tonight's 'Man v. Food Nation' episode features Sticky Lips, Nick Tahou's and Campi's

Rochester's food goes prime time



PHOTO BY ASHLEY ATWATER

ROCHESTER ON TV

The Rochester area will be featured on two different TV shows tonight — on Travel Channel's *Man v. Food Nation* at 9 p.m. on cable channel 40 and on TLC's *Extreme Couponing* at 10 p.m. on cable channel 52. *Man v. Food Nation* will feature Sticky Lips BBQ, Campi's and Nick Tahou's. *Extreme Couponing* will feature Melissa Zambito of York, Livingston County, who feeds her family of four on \$30 to \$50 a week, saving 75 percent to 90 percent of what she would pay at full retail prices.

TODD CLAUSEN
Young Professionals Editor

A pound of pulled pork covered in melted cheese on top of two eight-ounce burgers, eight strips of bacon and four layers of red onion, lettuce and tomato, covered with spicy meat sauce and stuffed in an oversized bun with a side of crispy french fries.

The Atomic Bomb Challenge at Sticky Lips BBQ is enough to induce some serious heartburn, just the type of food featured on Travel Channel's popular *Man v. Food Nation* show, which tonight will feature three Rochester dishes. Host Adam Richman also explored steak bombers from Campi's and Nick Tahou's Garage Plate.

The episode is a NASCAR edition of *Man v. Food Nation*, featuring 21-year-old Joey Logano trying to finish the A-Bomb a couple hours after finishing fifth in the Sprint Cup series race at Watkins Glen in August.

At the time, Logano was in awe to see

about 100 people at Sticky Lips on Culver Road to watch his quest to finish off nearly five pounds of food, something that the owner of Sticky Lips won't be trying anytime soon.

"Today, I just don't have the heart for it, the stomach for it," says owner Howard Nielsen. "If I were younger I would have gone for that thing in a heartbeat."

For *Man v. Food Nation*, Richman

uncovers some of the most popular signature dishes and extreme food challenges in the country. For instance, in St. Paul, Minn., he visited the Tin Cup to learn more about the Lucy Challenge, a 45-minute dare to eat two pounds of ground meat pressed together with fillings like pepperoni and mozzarella. Oh, and there's also two pounds of fries.

In Tulsa, Okla., there were burgers, steaks and a spicy pizza challenge. Pancakes, plus barbecue and spicy fried chicken followed in Nashville, Tenn., Reuben sandwiches in Cincinnati, and grilled pizza and a Triple Murder Burger in Providence, R.I.

"These restaurants were put on the map by the locals, by the people who live there, who love them," says Richman, a Yale University graduate working on his second book. "It is their chance to shine on a national stage."

The show, one of the Travel Channel's most popular, was once called *Man v.*



NASCAR's Joey Logano, left, showed Adam Richman around Watkins Glen International in August. GETTY IMAGES

Food

FROM PAGE 1C

Food with Richman taking on the food challenges himself, but after three seasons and nearly 60 episodes, producers changed the name and started to bring in locals to eat mammoth plates of food.

"The upshot is that, I think, the spectacle diminishes over time, and I don't know how much of the same guy, doing the same thing, anybody can watch," says Richman, who also hosts Travel Channel's *Carnivore Chronicles*. "Everyone always wants to speculate about my health. ... I've managed to maintain a degree of healthfulness despite the fact that I eat fried chicken, and pie and pizza and such."

But he does appreciate the consistency of places that are featured.

"If you are going to Campi's and Nick Tahou's, then you are inherently going to get greasy food," he says. "That's the joy of the Garbage Plate, no one is going around with the peppermill asking if you would like pepper on your red hots, you know. It's fun all at the table, chow down and enjoy." When he does eat out, Richman says he eats fairly light and tries not to eat late at night. He often orders fish and water, he says.

"If you are vigilant and you do take steps to stave off the potentially adverse effects of what you are eating, you really can have your cake and eat it too," Richman said.

In Rochester, the *Man v. Food Nation* crew stopped

at 2Vine, where Richman had grilled calamari and salmon, and at Max's at Eastman Place, where he ate pan-roasted fish. He lauded the service. "Those two restaurants really impressed me to no end," he says.

"Max's and 2Vine, here they are in the middle of this city in upstate New York, and they are every bit as good as any restaurant you would find on Park Avenue here in (New York) city," he says. Rochester "is really a treasure trove of really, really good finds."

Nielsen said Sticky Lips has enjoyed much success since the *Man v. Food Nation* visit. The restaurant opened a second 11,000-square-foot location in Henrietta earlier this month.

"Last week, the store on Culver Road ... they were doing about 10 (Atomic Bomb Challenges) a day," he says. "You get these college-aged guys coming in and they think that they are all this, and all that, and the Atomic Bomb Challenge puts them in their place."

The plate costs \$20. Nielsen had a local law firm draw up a waiver for customers to sign. Spicy meat sauce was later added to induce a little "pain," he says.

Only one customer has completed the challenge, but there's an asterisk next to his name, Nielsen says.

"The day this guy came in, we did not have the oversized bun, and he did it, so there you go. That's it," he explained. "We haven't seen him back."

As for Logano, watch tonight. □