





COOKING with ROCKSTARS



Cooking with Rockstars
is a video podcast. Watch it at:
cookingwithrockstars.com

or subscribe for free on iTunes:
[Cooking with Rockstars Interviews](#)

Ever wonder what your favorite indie band would cook for you for dinner? Want to know where to get the best breakfast tacos in Austin? Should you trust Jack Black to fix you a delicious snack?

Cooking with Rockstars is a video podcast in which host and producer Jennifer Robbins reveals the culinary prowess of her favorite indie rock musicians. On the high end of the scale, Daniel Lorca of Nada Surf creates a gourmet sit-down dinner for 28 guests. On the other end, Jack Black describes his own microwave creation, the Dorito® Burrito, and Britt Daniel of Spoon tells of alienating his girlfriend with his Cinnamon Toast Crunch cereal dessert.

Despite all the talk about food, the show (along with its accompanying site, cookingwithrockstars.com) is primarily a music showcase. Each 5-minute episode features clips of live performances that provide a taste of the artists' musical style and shows them doing what they do best. The site makes it easy to learn more about each band by providing bios, links to band sites, as well as links to buy their records.

A LITTLE BACKGROUND

Cooking with Rockstars began in 2002, when Jennifer's friends were encouraging her to do a Martha Stewart-esque cable access show featuring music, food, crafts, and technology—topics she frequently wrote about on her personal web site, Jenville.com. Instead Jen chose a different route, grabbing the family video camera and some rockstar friends, and posting the results on a web site. *The Jenville Show* (*Cooking with Rockstars*) was born.

Today, with dozens of interviews online, *Cooking with Rockstars* is going strong, providing indie musicians an outlet for music promotion and fans a way to get to know their favorite artists' more personal sides.



Britt Daniel of Spoon



In the kitchen with Jack Black



Chatting with Robyn Hitchcock



Rufus Wainwright performing



About Jennifer Robbins

Creator, Host, and Producer of *Cooking with Rockstars*

As a crafty graphic designer, best-selling tech book author, devoted indie-music guru, and passionate foodie (not to mention the mother of a 4-year-old), it's no wonder that Jennifer Robbins is being called the "hip, underground Martha Stewart."

Jennifer Robbins' involvement with the Web began in early 1993 when she became the designer for the first commercial web site, *Global Network Navigator*, published by O'Reilly Media Group. She went on to write many best-selling books on web design for O'Reilly including *Web Design in a Nutshell*, *Learning Web Design*, and *(X)HTML Pocket Reference*, all of which are in their third edition and translated into many languages worldwide. Jennifer has spoken at prominent web conferences and taught at Massachusetts College of Art and Johnson & Wales University. She formed her design company, Littlechair, Inc., in 1996 and created brand identities and web sites for a variety of clients. From 2001 to 2005, Jennifer had the privilege of designing and maintaining Ringo Starr's personal site.

No stranger to the music industry and the indie rock scene, Jennifer has been an avid music fan for over 20 years. Many of Jennifer's closest friends are influential artists and icons in the music business. As a result, she has become the go-to girl for new music among her friends. Jennifer has also had a front row seat to her husband's major label experience with his band Orbit in the late '90s, as well as her brother Liam Lynch's worldwide success as a writer, director, producer, and

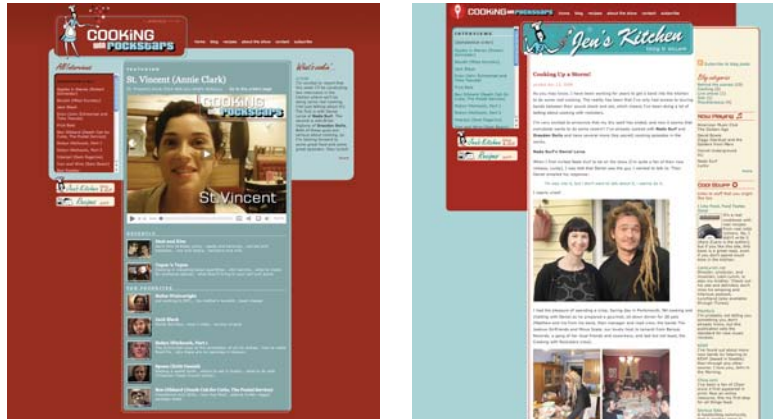
creator of the hit single, "United States of Whatever." These experiences have given Jennifer an insight into how the music industry works, as well as connections in the business.

In 2002, Jennifer launched *The Jenville Show* (later renamed *Cooking with Rockstars*) as a way to combine her passions for cooking and indie rock. Because she was familiar with the Web, she launched the project as a web site featuring small embedded video interviews in which she chatted with musicians about what they like to cook and eat (note that this was well before YouTube and the web video explosion). She found that when you don't ask the regular questions ("How did you get your band name?"), you don't get canned answers. Less like rigid interviews and more like casual conversations, *Cooking with Rockstars* gives viewers the feeling of what it might be like to hang out with their favorite indie musicians. Episodes featuring rockstars (Daniel Lorca of Nada Surf, Brian Viglione of Dresden Dolls, and more) doing some actual cooking are scheduled for release in 2008.

Successfully melding parts of a varied career and creating a mash-up of hipster cool (indie rock) and traditional domestic territory (the kitchen), Jennifer Robbins is providing indie musicians with an outlet for music promotion and ways for fans to get to know their favorite artists. With her edgy, DIY approach, Jennifer along with *Cooking with Rockstars* is poised to become one of 2008's most unique and refreshing faces in the world of online media.

About the Web Site

COOKINGwithROCKSTARS.com



The *Cooking with Rockstars* site is the perfect place to view episodes and learn more about each artist. Every guest contributes an original recipe that is displayed on a page along with their video interview, bio, and relevant links.

Get all the behind-the-scenes stories in the “Jen’s Kitchen” blog, where Jen writes on the topics of music, cooking, and general news about the show. The site also features a growing archive of recipes contributed by the artists and by Jen herself.

Future plans for the site include a discussion forum and an Amazon-based store for buying music, cooking gear, and relevant books.

A typical artist page

Video interview

A brief biography

Links to the artist's sites

Links to buy CDs (at Amazon.com)

Credits and notes about the interview

An original recipe submitted by the artist

Guest Highlights

Jennifer has been fortunate to have a long list of her favorite indie musicians as guests on her show.

Here they are, arranged from the completely takeout-dependent to the full-on “kitchen ninjas”!

Jen says:

“When rockstars can cook, it’s exciting...when they can’t, it’s endearing.”



DIAGRAM A: A fairly arbitrary arrangement of guests by kitchen aptitude.

Kitchen Ninja!

What Made Milwaukee Famous (Jeremy Bruch)
 Nada Surf (Daniel Lorca)
 Interpol (Sam Fogarino)
 Neal Pollack
 Fruit Bats (Eric Johnson)
 Dresden Dolls (Brian Viglione)

Ben Kweller

Raveonettes (Sune Rose Wagner)
 Jealous Girlfriends
 Tapes n Tapes
 Robyn Hitchcock

Impressin' friends

Supergrass (Gaz Coombes)
 Beulah (Miles Kurosky)

John Vanderslice
 Luke Temple
 Enon (John Schmersal, Toko Yasuda)
 Matt and Kim
 The Wrens
 Iron and Wine (Sam Beam)
 Old 97s (Rhett Miller)

Stayin' alive

St. Vincent (Annie Clark)
 Death Cab for Cutie (Ben Gibbard)

Jack Black
 American Music Club
 Liam Lynch

Can't cook way out of a paper bag

Apples in Stereo (Robert Schneider)
 Rufus Wainwright
 White Rabbits
 Spoon (Britt Daniel)



Daniel Lorca of **Nada Surf** cooked all day to prepare an out-of-this-world gourmet meal for 28 friends. (*Coming in Summer 2008!*)



Matt and Kim helped Jen celebrate her birthday. This is the first episode shot in the pimpin' Cooking with Rockstars limousine studio.



Jack Black explains how to put Doritos and cheddar cheese on a tortilla and pop it in the microwave for a delicious Dorito Burrito.



White Rabbits' Greg and Steve describe their creation, the Longburger. They later revealed (off-camera) that they made the entire thing up!

Time Out Chicago
March 17-24, 2005



Have you heard?

THE JENVILLE SHOW.com
cooking with rockstars

The Jenville Show is the combination of two passions: **cooking & indie rock music**

I've been conducting interviews with my favorite bands on the topic of cooking and eating. Ideally, we cook together, more commonly, we share cooking secrets in a backstage chat.

Videos of our conversations are posted here. In addition, the artists have generously contributed their own recipes. Thank them by buying their records. **Bon appetit!**

Behind the velvet...

UPDATE ... (11:00 AM)
 The newly joined subscriber with Ben Gibbard is one of my favorites. In the weeks since I'd had interviews with Rufus Wainwright, as well as a solo redesign, being a new reader is blowing the doors, but I'm now out, yet... Thanks for your patience... stop by again.

- Ben Gibbard** (Death Cab for Cutie, The Postal Service)
Pasta/cheese and turkey... tour bus food... peanut butter veggie sausage toast.
- Beulah** (Black Kurosky)
Seek for tea... polish grandmothers
- Supergrass** (Gaz Coombes)
Cooking between tours... cajun tuna... his uncle's bolognese sauce
- Jack Black** (Tenacious D)
Dorito burritos... mac-n-chee... karma nirvana.
- Neal Pollack** (author and frontman of The Neal Pollack Invasion)
Fish soup... french chicken... cookbook pornography

Food for rock Backstage craft tables? Pshaw. If you want to know what brand of veggie sausage Ben Gibbard of Death Cab for Cutie eats, or re-create John Vanderslice's carefully-crafted puttanesca on your stove top, stop by www.thejenvilleshow.com. "You learn so much about a person talking about food," says Jennifer Robbins, digital hostess and, incidentally, Liam Lynch's sister. Robbins has interviewed everyone from Iron and Wine (who make a mean beet stew) to Jack Black (who likes Dorito burritos) about food—and only food—then posts the videos and recipes on her site. "We never talk about music, so the bands are diggin' it. They're like, 'Yay, I don't have to explain my band name for the five-thousandth time!' Then they start talking about their grandmothers and get all nostalgic." Surprisingly, Robbins has only tried a couple of the recipes. "Robert Schneider [of the Apples in Stereo] has something he calls 'The World's Best Drink,'" she says. "It's half orange juice, half Coke. So I tried it. And you know what it tasted like? Half orange juice, half Coke."—*Antonia Simigis*

Pitchfork
(PitchforkMedia.com)
January 30, 2008



FORKCAST: Video:

Britt Daniel: Interview on "Cooking With Rockstars"

Have you ever thought to yourself, "I wonder what kind of food Britt Daniel likes?" Me either, but we're about to find out anyway. Appearing on the blip.tv show "Cooking With Rockstars", Daniel talks about his sweet tooth, how he misses good Tex-Mex, and the Austin restaurant scene. He ends by describing his favorite desert: vanilla ice cream with Cinnamon Toast Crunch (yes, the cereal has a Wikipedia page). Bits of performance footage are added for seasoning. [Britt Daniel episode embedded here.]

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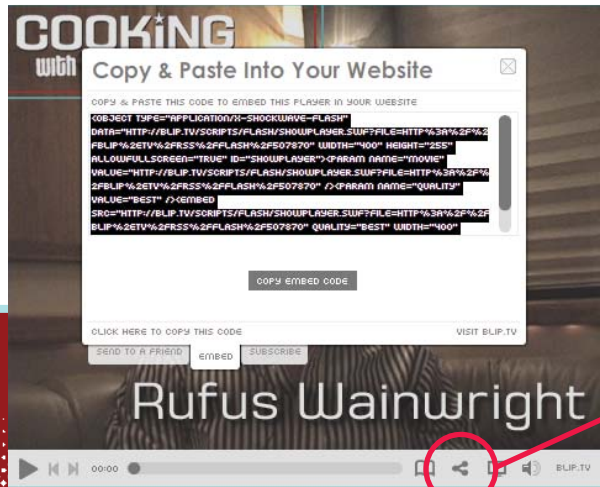
Artwork, screenshots, and other goodies are available online at:
<http://www.cookingwithrockstars/media/>



Did you know...

You can put *Cooking with Rockstars* episodes on your site or blog!

Just click on the SHARE icon on the Blip.tv player, then click the EMBED tab. The code will appear for your copy-and-pasting pleasure, as shown in this example.



SHARE
ICON

More Online Fun

MYSPACE

You can be *Cooking with Rockstars*' Friend and keep in the loop at:

<http://www.myspace.com/cookingwithrockstars>

TWITTER

Find out what Jen and *Cooking with Rockstars* are up to (twitter.com):

Follow Cooking with Rockstars at:
[@withrockstars](https://twitter.com/withrockstars)

Follow Jen at:
[@jenville](https://twitter.com/jenville)

*Thank you
for
your time!*
xo, Jen