

IMPORTANT PEOPLE, NEW THINGS, COOL PLACES AND THE LATEST NEWS—FROM THE MB MOTHERSHIP DIRECTLY TO YOUR BRAIN.

## THE LINGO

## 'mä-nə-,kōk

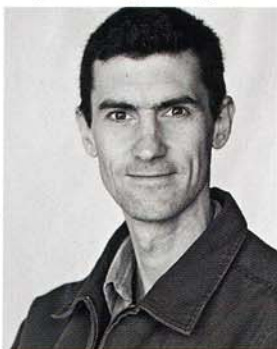
Monocoque frames use the outer skin of the structure to provide all the necessary support. Instead of a triangle comprising an individual down tube, top tube and seat tube, a monocoque mainframe is made of a "single" shaped piece of carbon fiber or aluminum. (These aluminum frames don't start as a single piece; they are two halves that are welded together.) The resulting structure boosts the frame's stiffness and strength. For an example, check out the Orbea Occam Carbon XT, reviewed on p. 56.—*Brian Fiske*

## 2 QUESTIONS FOR

## TOM RICHARDSON

director of product research and development, CLIF Bar

Anytime you bite into a Clif product, you can be certain Richardson's been there first, nailing the flavor, nutrition and palatability. *Bon appétit.*



**Q** How many flavors make it to market versus those that get trashed?

**A** For every flavor that goes to market, we probably develop six. I personally taste 12 to 15 bars per day, both

for flavor development and quality control.

We're always looking for trends to see what's up-and-coming; we saw pomegranate getting popular and now we make a Cherry Pomegranate Clif Nectar bar. We don't always hit it; the Curry Cashew Clif Mojo bar didn't last long. I like to think it was ahead of its time. But that's one of the cool things about being a small company creating food in its own kitchen: We're pretty nimble and can take risks. The challenge is nailing the balance of nutrition and palatability, because you can't skimp on either one. We start

with the nutritional profile we want, and then turn the cupboards inside out to find the best ingredients.

**Q** What's the wackiest flavor you've ever made?

**A** For fun, we once made a granola bar with chocolate-covered smoked salmon on it. That actually wasn't so great.—*Ben Hewitt*

## STYLE WATCH

## Start 'Em Young

Ryan Carlson and Brent Gale felt that the cycling community was overdue for better cycling-jersey graphics, so the artists and lovers of all things bike joined forces to start Twin Six, an alternative cycling-apparel company. "If it wasn't a Tron-like bodysuit jersey, it was SpongeBob or a beer label or a bunch of Euro logos we had no business wearing," says Carlson. "We decided to go the way of being inspired by fashion and combining that with a timeless classic look." That included the youngest riders too. The team came up with its junior line of well-designed kids' stuff "without going overboard into the crass 'Party at my crib, 3 a.m.' sayings." New for '08 are the Speedy onesie and the Bike NYC junior T (\$22 each). Check out the entire line at [twinsix.com](http://twinsix.com).

—*Jennifer Sherry*



## THING CRUD ZX FENDER ↑

If you ride in conditions that require a fender, it's best to pick a muck blocker that's light, unobtrusive and easy to install (and easy to remove). The Crud ZX is all of those things, and inexpensive to boot. Plus, pro DHer Steve Peat gives it a thumbs up—and considering how mucky parts of the U.K. can get, that's a solid endorsement. \$5; [crudcatcher.com](http://crudcatcher.com)—*B.F.*