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## ON THE RADAR

## Heir Apparel

He has appeared on *The Oprah Winfrey Show* and in the pages of *Harper's Bazaar*, but Jesse Garza, co-founder of New York-based lifestyle consulting company Visual Therapy, grew up on the northeast side of Indianapolis, spending hours scouring his mother's closet for her next best outfit. "We would sit there together, plotting out her wardrobe," says Garza. "She had great style. She would put down her Bible and pick up my *Vogue*."

Garza's upcoming book, *Work It!* (which he co-wrote with his Visual Therapy partner, Joe Lupo), addresses the fashion quandaries that all women face. Uggs, he says, are a universal problem. And the Midwest has its own myriad challenges. But the self-proclaimed fashion evangelist has a special affinity for his hometown, a "real American city," as he describes it. "Indianapolis does not get the recognition it deserves," he says. "People there are more fashion-savvy since they have to deal with the changing of the seasons, which can be challenging." —Tricia Despres

## POP QUIZ

# Kernel Knowledge

Just when you thought microwave popcorn could evolve no further, Weaver Popcorn lets the fat out of the bag.

**IT TOOK ALMOST EIGHT YEARS**, but the folks at Van Buren, Indiana's Weaver Popcorn think they have finally done it—made an innocent pleasure even more innocent. "We're giving people permission to eat a full bag of popcorn," says Elizabeth Weaver, director of marketing for the company. "Which is how they eat it anyway." The problem, of course, was that most basic microwave popcorns come in at a hefty 350 calories and 24 grams of fat. Thanks to a new oil blend, the same-size bag of Pop Weaver has been reduced to 230 calories and 9 grams of fat. The company expects the product—in regular, light, and extra-butter varieties—to debut this month.

So what took so long? The most commonly used popping juice, palm oil, is naturally stable and doesn't burn easily; not so for less-fattening and, the Weaver folks say, more eco-friendly canola. Finding a blend that tasted good and did not bleed through the bag was quite a chore. "Canola is very efficient at delivering flavor. Everyone in popcorn knew it was the ideal oil," says company COO Will Weaver. "But then there was the technical question: How do you get it in the bag?"

We had some questions of our own. So we tried it out, and we found that the new stuff looks like popcorn and pops just as reliably as the old microwave bags. In fact, the new bags required an average of 14 seconds less popping time to achieve the same volume of snack. There's no mistaking that corn popped in the new oil blend does taste different than the old. Of 20 taste-testers, seven favored the old. Eight favored the new. Five scored them exactly the same. —AMY WIMMER SCHWARB

### ◀ THE BIG PICTURE

Opened in 1938, *The Vogue* was Indy's first air-conditioned movie house. In the '70s, it heated up as an X-rated theater before reopening as a live-music venue. Great Big Sea takes the stage March 18.



Home style: Fashion expert Jesse Garza