

*Edible Front Range*  
dishes with  
*Matty Reed*  
on how  
*Olympic triathletes*  
and their families eat

BY JAYME MOYE

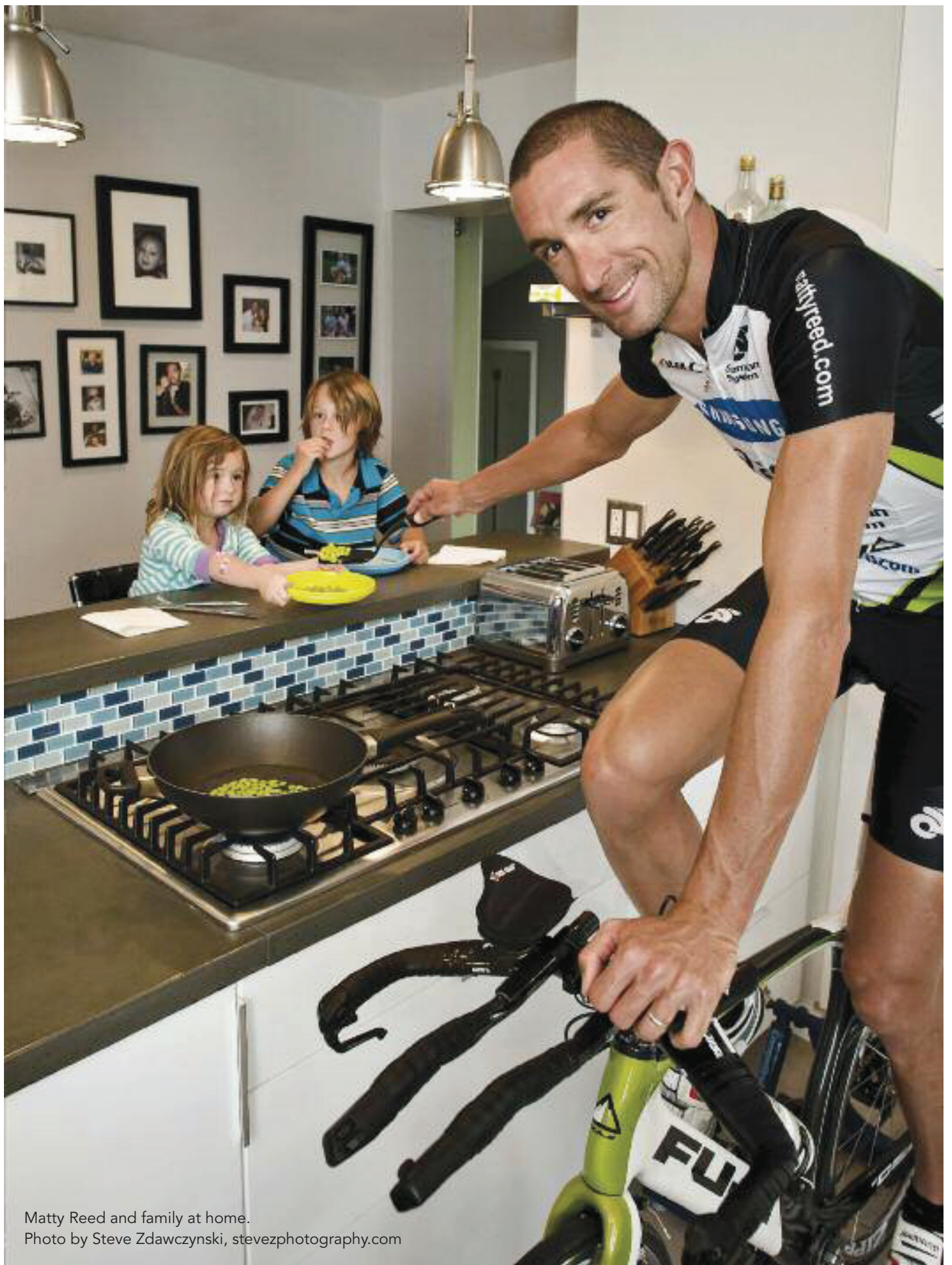
**W**hen competing in a triathlon, Matty Reed runs at a pace faster than a five-minute mile, *after* swimming and biking. When the multi-talented Olympian isn't training or competing in one of the 25 races on his schedule this year, he's at home with his wife and three children in Boulder.

Just what does it take to fuel a six-foot, five-inch tri-sport superstar? At the moment, it's toast.

It's 4pm on a Tuesday, time for a snack before Reed heads out on a training ride. Dressed in plaid board shorts and a T-shirt, he leans against his kitchen counter waiting for two slices of organic multi-grain from Breadworks Bakery to toast. He's got a jar of Justin's Nut Butter—almond—and some jam on deck.

"Matty eats real food," wife Kelly says from the adjoining family room, where she's monitoring the couple's two youngest playing on the floor. Her husband's whole-foods diet contrasts with the typical fare of endurance athletes: synthetic bars, powders and gels.

The 35-year-old was born and raised in New Zealand, where his mother made at least three stops to put together dinner: the butcher, the produce stand and the bread baker. Food was always local and seasonal. Reed never acquired a taste for the processed foods the majority of us grew up with. His favorite meal is still his mother's rosemary garlic pot roast cooked with fresh veggies. He eats bananas on long bike rides and guzzles sports drinks like Muscle Milk to replenish nutrients before or after a workout, never as a meal replacement.



Matty Reed and family at home.  
Photo by Steve Zdawczynski, [stevezphotography.com](http://stevezphotography.com)

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## Pantry Raid

**Inside the Reeds' Cupboards** Peppermint tea, Sleepy Time tea, Maui Coffee and Kona Coffee, jasmine rice, lentil soup, Koala Crisp cereal, Annie's Organic Snack Mix, Veggie Booty chips, Cream of Rice, quinoa, buttermilk pancake mix, chicken broth, Fig Newtons and a couple bars of chocolate.

**Inside the Fridge** Strawberries, flank steak, Noosa yogurt, Longmont Dairy milk, chocolate Muscle Milk Light, Justin Nut Butter (almond), Good Belly probiotic juice (mango), grapes, Rudi honey-wheat bread, organic kale, YoKids yogurt sticks, cold pasta, heirloom tomatoes, Shiner Bock beer.

"I like to fuel with actual food, not bars," he says, in between mouthfuls. "Well, except Snickers bars." He smiles.

Living in Boulder, it's easy for Reed and his family to eat natural. But that doesn't mean they've jumped on the backyard-farming trend that's swept the Front Range. They don't have time. Kelly walks into the kitchen with 6-month-old Kingston on her hip. "A vegetable garden, chickens, goats, that all sounds great—but in reality, we're not farmers, and we can't be, with Matty's travel schedule." (The family travels with him to most races).

Instead, the Reeds buy organic dairy and produce when possible, shopping at Safeway because "it's cheaper." They also buy from local farms like Isabelle in Lafayette, who in addition to farm shares, offer fruit, coffee and grassfed beef shares. The Reeds keep a freezer in the garage to store their grassfed beef. And speaking of coffee, they can't live without it. Reed estimates that they go through about a pound a week. "And that's not counting our daily skinny lattes at Vic's."

As a top athlete, Reed watches what he eats, but doesn't count calories. He's more concerned with how his system will handle the

meal. Racing tends to upset the GI tract, a condition that can force an athlete to drop out. Reed's learned to eat consistently when he races. The evening before competing, he eats a ham and pineapple pizza, which is made the same everywhere, even in Japan. "Except they put an egg on the pizza, which was gross," Kelly reminds him. Post-race, it's a burger with bacon and fries to replace the iron, sodium and calories he burned on the course.

For dessert, the Reed family prefers fresh fruit and yogurt, which gave them the idea for Boom Yogurt Bar ([boom yogurtbar.com](http://boom yogurtbar.com)). Playing on Matty's triathlon nickname "Boom Boom," the self-service yogurt bar will open in Boulder in August. While the Reeds won't be involved in the day-to-day operations, at least until Matt retires in 5-7 years, they are overseeing the partnerships with local growers to supply fresh fruit. They're also contracting with producers like Justin's Nut Butter, Boulder Granola, Chocolive, Concertos in Chocolate, and Kim and Jakes Cakes to provide the fixings.

Reed hopes his family kitchen philosophy will transfer to the yogurt shop. "I want Boom Yogurt Bar to be a place to get good local yogurt, made your own way," he says. "I want it to be a relaxing, inviting space; a gathering spot."

Jayme Moye is the managing editor at Elevation Outdoors. Her award-winning freelance writing has appeared in *Delicious Living*, *Sunset*, *5280*, *Men's Journal*, and *Women's Health*, among others. Find her at [JaymeMoye.com](http://JaymeMoye.com)

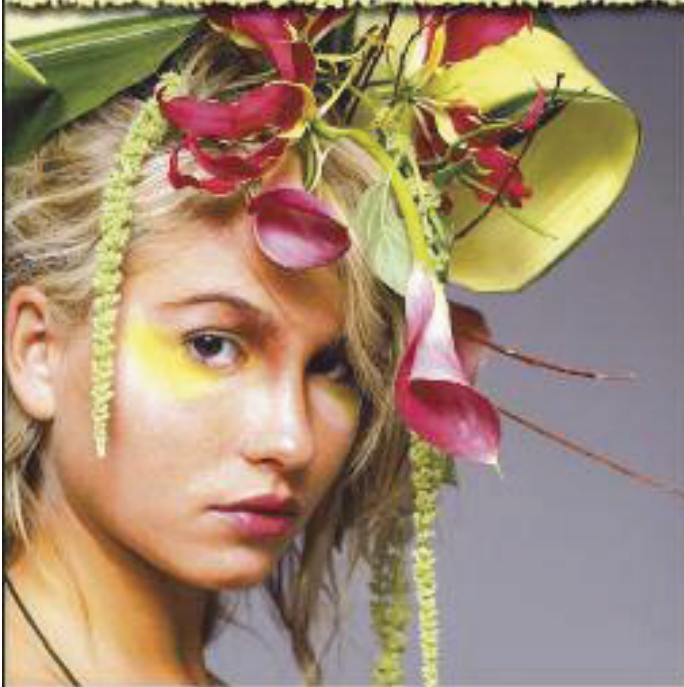
### REED'S MOM'S ROSEMARY GARLIC POT ROAST

- 4- to 5-pound beef chuck roast
- Rosemary
- Garlic
- 1 can cream of mushroom soup
- Potatoes, red and yellow, chopped
- Sweet potatoes, chopped
- Summer squash (use winter squash in cooler temps)
- Onions, chopped
- Carrots, chopped
- Creamy horseradish sauce

Rub roast with fresh rosemary and garlic and place in a pan. Arrange veggies around it. Pour 1/2 can cream of mushroom soup over roast. Cover and cook two hours on 275°. During the last 15 minutes, sprinkle a bit more soup on top. Serve with horseradish on side.

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