

The Overclass



Bonnie Tempesta, 42, never dreamed that she was creating a cookie monster when she baked her first biscotti in '83. Today her La Tempesta bakery produces 300,000 twice-baked biscotti a day. Annual revenues approach \$9 million. While Oreos may not be worried, '90s sophisticates wouldn't be caught dead dunking anything else in their coffee.

The Overclass 100

IN 1984, NEWSWEEK MARKED THE ARRIVAL OF A NEW species of successful American—the Yuppie. Now, a decade later, it's time to take stock of another breed of the upwardly mobile. This is an unscientific list of 100 members of the new overclass. They are among the country's comers, the newest wave of important and compelling people. Just because someone is on the list does not mean they share every overclass trait. They might not send their kids to private schools, might not reject middle-class values and might not have even *heard* of the "overclass." But they're part of it because the fields in which they're making their marks—from software to upscale businesses like Starbucks—are ones that other ambitious people want to be part of. They are a new American elite.