





om their clean, organic food to their core values, Darrow's is a feel-good experience through and through.

## DARLING DARROW'S

UNION SQUARE GETS THE HEALTHFUL SPOT IT DESERVES



 $\mathbf{W}_{hat}$ 's in a name? Everything if you are  ${}^{\mathbf{Darrow's}}$ 

Although we would also happily call the new Union Square spot "We Want to Eat Lunch Here Every Day."

Darrow's takes a cue from its neighbor and sources as much as it can from the Greenmarket. Nutritionist Julie Starr, along with chef David Kupperberg formerly of Pure Food & Wine are the dream team who are making this menu hum.

Start your day with sheep's milk or coconut yogurt and seasonal fruit (\$4.75). Grey mornings that require an infusion of color will benefit from pan-seared peppers with polenta and avocado (\$8.75).

At lunch it's all about the Functional Plates (\$13.75), which are a balanced meal with a goal (such as stress relief, energy or immunity) in mind: For instance, The Immunity Plate is a striking mix of black rice with kabocha squash, roasted carrots and broccolini.

PARTNER LISTING

## JUST FOOD CONFERENCE

HELD SUNDAY, MARCH 15, IN PARTNERSHIP WITH THE LAURIE M. TISCH CENTER FOR FOOD, EDUCATION & POLICY AT TEACHERS COLLEGE, COLUMBIA UNIVERSITY.

PROGRAMMING COVERS 40+ TOPICS INCLUDING FOOD POLICY, URBAN
AGRICULTURE, FOOD PRESERVATION, AND COMMUNITY-DRIVEN EFFORTS TO ADVANCE FOOD JUSTICE THROUGHOUT NYC. ERIC HOLT-GIMÉNEZ, EXECUTIVE DIRECTOR OF FOOD FIRST, WILL DELIVER THIS YEAR'S

STER HERE BEFORE TICKETS SELL OUT!



THE LIVING WALL AND IPAD ORDERING SYSTEM MAKES DARROW'S THE HIPPEST PLACE TO GRAB A BITE.

Darrow's is casual enough for a lunch meeting, but sleek enough for a pre-dinner boozy cocktail with cold-pressed juice (\$11 to 15) while oohing and ahhing at the living wall upstairs. Keep your eyes out for the cow that sporadically makes an appearance on the screen near the in-house market.

For all its simple, nutritious food, Darrow's is also super high-tech. Self-service iPads at every table speed up the ordering process. When you settle on what you want (no easy feat), your order is sent directly to the kitchen and you can pay whenever you'd like.

Darrow's kicks restrictive labels like "vegan," "raw" and "macrobiotic" to the curb, in favor of clean, unprocessed and local food. Darrow's shows you don't have to adhere religiously to any fervent food philosophy to be eating well. We raise our glass of Darrow's Detox (parsley, kale, green apple, mango, almond milk, lemon and ginger; \$10) to that.

115 E. 18th St. 212-321-0997







MANY GMO-FREE LABELS, LITTLE CLARITY OVER RULES HOW FISH COULD CHANGE WHAT IT MEANS FOR FOOD TO BE ORGANIC HARVARD STUDY SHEDS NEW LIGHT ON RAW VERSUS COOKED FOOD

SHE'S THE JOHNNY APPLESEED OF PICKLING