

ONE LUCKY DUCK.COM

Who we are:

One Lucky Duck.com is an online boutique where you'll find the best raw vegan snacks, handmade in small batches in our kitchen at NYC's best raw vegan restaurant, [Pure Food and Wine](#). We also offer you wholeheartedly endorsed ingredients, supplements and lifestyle products—everything you need for organic, eco-happy, daily living.

Health and happiness are paramount to the lifestyle. Making the transition to raw and organic living can sometimes be confusing; oneluckyduck.com makes it easy and fun!

How we hatched:

One Lucky Duck was founded in July 2005 by Sarma Melngailis, the co-creator of the raw, vegan and organic Manhattan restaurant Pure Food and Wine, and co-author of *Raw Food Real World* (Harper Collins, July 2005) and forthcoming *Living Raw Food* (Harper Collins, May 2009). Sarma started One Lucky Duck to help bring the raw, vegan and organic lifestyle out of the underground and into the mainstream.

Why raw, vegan and organic?

Doesn't everyone want a clean system, clear skin and lots of energy? A high vibration diet is the natural, easy route to energetic, healthy living. Plant-based foods that haven't been cooked at high temperatures are easier to digest and allow the body to absorb and use nutrients more quickly and effectively. They're also abundant in enzymes—the vital and nourishing life force that is key to wellness and longevity. By preparing all of our foods at temperatures of under 118 degrees, we're able to preserve the vitamins, minerals and enzymes that are often destroyed or depleted when cooked. We're excited about sharing the beauty of whole, delicious, living food.

Why a duck?

Because we like ducks. Because ducks are cute. Why not? Before opening the restaurant, Sarma was browsing through an issue of *Gourmet* magazine (yes, she still reads regular food mags) and passed a photo of a duck within an article about a duck farm. She kept turning back to the duck, moving along, then back to the duck again. He seemed to be smiling. She wanted the photo for the walls of the restaurant and after much searching, found the lovely photographer who took it. Happily he had more photos of the same happy duck and we now have a sort of duck-montage on the wall at Pure Food and Wine. Sadly, that particular duck probably ended up as confit, or a l'orange, or crispy peking! But the duck is a reminder that on top of all the amazing things that eating raw and vegetarian does for us, it also happens to make more and more ducks (and other fowl, not to mention cows, sheep, pigs, etc.) a bit luckier. And again, it's cute.