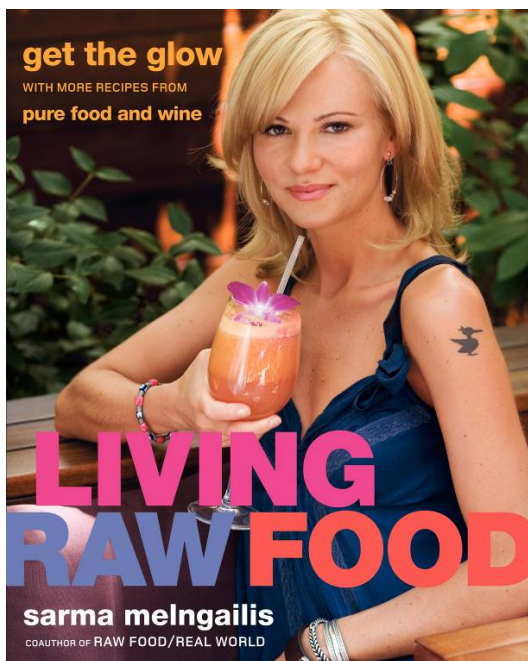


FROM NEW YORK'S PREMIERE RAW FOOD RESTAURANT  
**PURE FOOD AND WINE**  
COMES A NEW BOOK WITH ALL NEW FRESH AND VIBRANT RECIPES



### PRAISE FOR LIVING RAW FOOD

“The recipes are legit: at once sophisticated and rigorously raw ... and nonpreachy primers on ingredients and techniques used in raw preparations make the book accessible and usable for a wider audience than might typically go for a raw foods cookbook.” —**PUBLISHER’S WEEKLY**

### PRAISE FOR PURE FOOD AND WINE

“‘Raw’ and ‘vegetarian’ are not adjectives usually associated with haute cuisine, but at Pure Food and Wine, as if by magic, such ingredients are turned into exquisite and exotically delicious offerings.” —**FORBES**

“Whether you’re into raw food or not, Sarma’s restaurant is really great.” —**OWEN WILSON**

Sarma Melngailis’ bestselling first book, *Raw Food/Real World* (coauthored with Matthew Kenney), was the perfect foray into a raw food diet, giving the fundamentals of eating raw. In Sarma’s new book, *Living Raw Food* (On Sale: June 30, 2009; William Morrow/ HarperCollins; \$35.00), she takes us back to the kitchen of her wildly popular New York City restaurant, **Pure Food and Wine**. *Living Raw Food* not only includes dozens of all new delectable recipes within its beautiful pages but is about *living* raw food, not just eating it.

In *Living Raw Food* Melngailis shows home chefs how to prepare simple raw food for the entire family and gives a wealth of material on life-giving foods. Perfect for a novice or raw food expert, the recipes are clear and easy to make. Each recipe starts with the equipment needed, be it a food processor, blender, or just a kitchen knife—clearly separating the easy-to-make and the more involved dishes. Sarma covers recipes for every part of the meal—from milks, shakes, and juices, to the three course meal, with a cocktail in between! The book also lists sources for many of the raw ingredients needed for the recipes, from acidophilus to yuzu.

Filled with healthy, sexy, and energizing food—and featuring dozens of gorgeous photos—*Living Raw Food* is sure to enrich the life of every reader, whether a carnivorous epicure or a raw-foods junkie.

**About the Author:** Sarma Melngailis is co-founder and owner of the restaurant Pure Food and Wine and founder and president of the online boutique and wholesale brand One Lucky Duck, through which she is expanding her reach with all things raw and organic. She is coauthor of RAW FOOD/REAL WORLD. She lives in New York City.

**LIVING RAW FOOD**  
By Sarma Melngailis  
William Morrow/HarperCollins  
On Sale: June 30, 2009  
ISBN: 9780061458477  
Price: \$35.00 U.S | \$45.00 Can.

the perfect summer meal ...  
... living raw



start with a **raspberry sunset**  
page 311



then enjoy **chanterelle  
and yuzu ceviche**  
page 144



for the main course,  
**squash blossoms stuffed with  
pimento-cashew "cheese"**  
Page 186



end with a **nectarine and  
cherry timbale**  
Page 119

### what is raw food?

\*the term **raw** refers to keeping all of the ingredients under 118 degrees. this preserves food's natural enzymes which catalyze digestion. wheat, dairy, soy and refined sugars are naturally omitted in raw food preparation.

### who loves raw?

actor, Owen Wilson  
model, Gisele Bündchen  
singer, Jason Mraz  
actress, Kyra Sedgewick  
singer, Alicia Keys  
actor, Woody Harrelson  
actor, Orlando Bloom  
radio host, Howard Stern  
model, Miranda Kerr  
actress, Alicia Silverstone  
singer, Shania Twain  
and many more



February 2, 2009

For Immediate Release

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## LOVE WEEK at Pure Food and Wine

**PURE FOOD AND WINE**, New York's raw vegan restaurant, is **celebrating Valentine's Day all week long**. If you're too late to book a table, or otherwise occupied on the 14<sup>th</sup>, or just feel like celebrating more than one night, we'll be offering our special Valentine's Menu from Wednesday, February 11<sup>th</sup> through Wednesday, February 18<sup>th</sup>.

For our five course Valentines Menu, Executive Chef **Neal Harden** will prepare a salad of **Organic Rose Petals, Mache, Grapefruit, English Cucumber, Telicherry Peppercorn Cheese Crumble in a Rose Water Vinaigrette**, followed by an **Avocado Coriander Soup with King Oyster Salad**, and then a **Black Truffle Carpaccio with Celeriac and Pickled Ramp Remoulade**. For the main course choose between a **Caramelized Sweet Onion and Wild Foraged Black Trumpet Mushroom Tart with Pear Chutney** or a **Hass Avocado stuffed with Beet, Fennel, Hearts of Palm, Spicy Macadamia, and Corn Cilantro Puree with Passion Fruit Vinaigrette**. Pastry Chef **Jana Keith Jennings** will be preparing two special dessert options: **Chocolate Mousse with a Strawberry Compote, Rose Ice Cream, Candied Rose Petals and Strawberry Ribbons** or **Bergamot Semifreddo, Blueberry Lavender Ice Cream, and Lemon Caramel**. These dishes pair well with the special sparkling rose we're adding to our wine list for the week.

Pure Food and Wine has been featured twice in *New York Magazine's* "Top 101 Restaurants" and five years in a row in *Forbes* magazine's list of "All Star New York Eateries" with three stars. In all cases, Pure Food and Wine was recognized for its meritorious cuisine, aside from the fact that the menu is all raw, vegan and organic. Even devout carnivores will be swept off their feet after a charming Valentine's dinner at Pure Food and Wine.

Go online at **oneluckyduck.com** or visit **One Lucky Duck Juice and Takeaway** to pick up our **Heart-Shaped Linzer Cookies, Chocolate Truffles, or Chocolate Ganache Tart**. It's around the corner from the restaurant, on 17<sup>th</sup> street, and open every day from 9 am to 11 pm. Online at oneluckyduck.com you can also check out our organic and raw skin care lines and cosmetics, clothing, special ingredients, supplements and organic, eco-happy lifestyle products.

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