

OFF THE MENU

OPEN NOW

FLATIRON JOES After the quick exit of the Lonesome Dove Western Bistro, Jay Shaffer, below, who owns Shaffer City Oyster Bar and Grill down the block, bought the lease and is turning it into a casual restaurant. It is named for ironworkers of the early 1900's who built the Flatiron Building and others nearby, including the one that houses the restaurant. With that theme, Mr. Shaffer went industrial with the décor. For now, Flatiron Joes is open for drinks and bar food like nachos, sliders and pizza, priced at \$2 to \$4, from 6 to 9 p.m. Monday through Wednesday, to 2 a.m. Thursday through Saturday. Full lunch and dinner service will start in October: 29 West 21st Street, (212) 414-3139.

EIGHTH STREET WINE CELLAR The wine bar formula — a nice selection of wines by the glass and the bottle, small plates of food — drives this new spot, on a block that will soon be known for food and drink instead of shoes. The owners, Michael Lagnese and Jonathan Cohen, worked behind the bar at Union Square Cafe: 28 West Eighth Street, (212) 260-9463.

SANGRIA 46 An array of tapas and eight sangrias anchor the menu of this month-old Restaurant Row spot. Save room for flan ice cream: 338 West 46th Street, (212) 581-8482.



CHESTER HIGGINS JR./THE NEW YORK TIMES

OPENING THIS WEEK

CAMINITO RESTAURANT Grilled meats Argentine style are the mainstays here. It opened yesterday: 1664 Park Avenue (117th Street), (212) 289-1343.

CHEFS ON THE MOVE

JOHN FRASER has left Compass on the Upper West Side to open his own place. **NEIL ANNIS**, who had preceded Mr. Fraser, is back.

DANIEL ORR, who cooked at La Grenouille and Guastavino's, then decamped for the Cuisinant Resort and Spa in Anguilla, is back stateside and on Oct. 1 will open Farm Bloomington, in Indiana.

LOOKING AHEAD

BUN Michael Bao Huynh, the chef and a partner in Mai House, plans to open this rice and noodle spot (pronounced boon) with his wife, Thao Nguyen, in the fall: 143 Grand Street (Lafayette Street).

ROOM 4 DESSERT This desserts-only spot closed in June. Will Goldfarb, the chef, and his partners have split, leaving him in possession of the name. He plans to open another dessert place at a larger location in the winter. His former partners have other plans for the original spot, on Cleveland Place.

PAMPLONA Alex Ureña will close his namesake restaurant on Aug. 18 and after redecoration will reopen it on Sept. 4 with this new name and Basque food: 37 East 28th Street, (212) 213-2328.

FOOD STUFF

Florence Fabricant



ANDREA MOHIN/THE NEW YORK TIMES

Macarons Everywhere, Except on the Sign

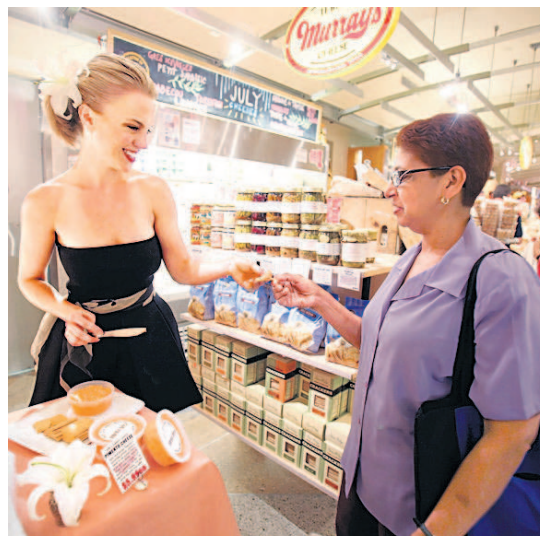
Pascal Goupil, a baker who owned the French Oven, now closed, in the Chelsea Market, has opened Madeleine, a charming French pâtisserie with a few tables. In spite of its name, it specializes in macarons, not madeleines. "In a week or so we'll have about 18 flavors," Mr. Goupil said, "and I also plan to make cakes

based on macarons." The macarons are big, filled and \$2.50 each. Fresh fruit tartlets, like the elegant cherry variety, are \$3.75 to \$4.50, mini-tartlets are \$1.50 each and small, rich chocolate croissants are 90 cents each. And yes, there are madeleines, 75 cents each; 128 West 23rd Street, (212) 243-2757.

Dressing Up Pimento Cheese

In some parts of the country, pride is taken in homemade pimento cheese; self-respecting Southerners would never buy the commercial kind to fill a sandwich or to top a canapé. And why would they? At its simplest, pimento cheese calls for shredded sharp Cheddar, minced jarred pimentos and mayonnaise. Variations include cream cheese, onion, pickles and hot sauce.

Brooke Parkhurst, far left, a native of Pensacola, Fla., now living in New York, likes hers sharp and spicy, suitable to nibble with a martini at 5 p.m. or to use as an omelet filling for Sunday brunch. Tweaking her grandmother's recipe, she roasts red peppers in olive oil, uses sharp Irish Cheddar, Ben's cream cheese, mayonnaise and, for the kick, sriracha hot sauce. Her Belle's Southern Comforts pimento cheese is \$6.99 for seven ounces at Murray's Cheese stores.



MARILYN K. YEE/THE NEW YORK TIMES

When Life Gave Them Too Many Oats, They Made Granola

First, the name. Cestropbeau deconstructs into three French words, c'est trop beau, which mean "it's too beautiful," pronounced seh-troh-boh. The name is that of a company that makes uncommon granolas.

The seasonings are sophisticated, the sweetening restrained. One granola mixes black currants, anise and pine nuts, an-



TIZREL KAMINETZKY FOR THE NEW YORK TIMES

other red tea, marcona marzipan and orange peel, left. Turkish apricots and sesame seeds combine in one, dried wild raspberries, cocoa, olive oil and sea salt in another. There are more than a dozen other flavors.

Some of these may not be best as cereal. Think of them as yogurt toppings. They are also good over fruit and in crepes. Flavors like

Out of the Ashes, A Line of Juices



TONY CENICOLA/THE NEW YORK TIMES

In 1997 Adriana Kahane of Santa Monica, Calif., was studying blood oranges in business school and went to Italy, where she met Pino Modica, whose family grows blood oranges near Mount Etna in Sicily. She began shipping the oranges to a distributor in California (and married Mr. Modica in 1999).

In 2003 Mount Etna had a major eruption that damaged the skins of the oranges, but not the flesh. The whole fruit could not be sold, so she went into the juice business and named her brand Italian Volcano.

The blood orange juice is rich and tart. The tangerine juice layers bitter and sweet. Organic and pasteurized, the juices are fine on their own or as mixers, especially with silver tequila.

The juices come in 33.8-ounce (\$4.49 to \$5.29) and 8.4-ounce (about \$2.50) bottles (and are sold at Lifthyme Natural Market in Manhattan and at Fairway, Whole Foods and Trader Joe's markets, and from dreamfoods.com.

Should This Milk Be Legal?

From First Dining Page

fied organic pasture land. This year its co-founder, Mark McAfee, expects it to gross \$6 million — up from \$4.9 last year.

His raw milk is sold in 300 stores in California, where it is legal. He also has an \$80,000 a month mail order business, shipping creams and cheese as well as milk to all 50 states. He believes he reaches 35,000 customers a week for his raw milk products. Because the laws allow interstate shipping of raw milk that is not meant for human consumption, Organic Pastures milk is labeled as pet food.

"I like to go into the warehouse and see the addresses — it goes all over creation," he said. "We don't have the same customers day in and day out. We're the entry point. We hear back that shipping is too expensive but that they found a local provider, either a farm or on the black market. They have got to have it."

Mr. McAfee said he knows firsthand of more than six dairies in Pennsylvania, some of them Amish, that supply the black market in New York and Boston. "They're sending in 200 cases of milk every month," he said.

Some drink it for the same reason raw milk cheeses are popular: the taste. "I first discovered it two summers ago in France," said Mr. Milgrom-Elcott, who is pursuing a doctorate in medieval Jewish mysticism at New York University. "There is a richness and density unlike processed milk, plus there's this complexity of flavor."

Others believe that it is good for them. Pasteurization — a process of heating and quickly cooling milk to kill pathogens such as E. coli, salmonella and listeria — also destroys beneficial bacteria, proteins and enzymes, they say. Advocates attribute stronger immune and better digestive systems to raw milk. Many have incorporated it into their diet as part of a broader philosophy to treat their bodies and the planet properly.

Nina Planck, the author of "Real Food: What to Eat and Why," defied the F.D.A.'s warning and drank raw milk while she was pregnant. She not only continues to drink it while nursing her 9-month-old son, Julian, but also allows him the occasional sip. She has an arrangement with a couple of farmers to deliver it to

New York City.

"We drink raw milk because we trust the traditional food chain more than the industrial one," said Ms. Planck, who knows a number of farmers from her days as director of the New York City Greenmarkets and through her boyfriend, Rob Kaufelt, the owner of Murray's Cheese in Greenwich Village.

"We're willing to spend more money the higher up the food chain we go," she said. "We're not alone, either. You cannot categorize the people who are drinking raw milk. They are people from the blue states and red states, farmers and yuppies and Birkenstock wearers."

Food scientists can hardly believe that so many consumers have turned their back on one of the most successful public health endeavors of the 20th century. In 1938, for example, milk caused 25 percent of all outbreaks of food- and water-related sickness.

With the advent of universal pasteurization, that number fell to 1 percent by 1993, according to the Center for Science in the Public Interest, a nutrition advocacy group in Washington.

David Barbano, director of the Northeast Dairy Foods Research Center, operated by Cornell and the University of Vermont and supported by the dairy industry, grew up drinking raw milk on a family farm. He does not remember ever getting sick, but says science has never found any evidence that it was more beneficial than pasteurized milk. In fact, he said, raw milk has very little vitamin D, which is added to most pasteurized milk.

"There is always going to be a percentage of raw milk that carries disease-causing bacteria," said Dr. Barbano, who is a professor of food science at Cornell. "As long as I have pasteurized milk available for me, and I guess more importantly for my daughter, the risk is not worth any benefit anyone has been able to prove."

Sally Fallon, president of the Westin A. Price Foundation, another nutrition advocacy group, argues that the risk to raw milk drinkers is insignificant, and the demand for product is growing steadily. In 1998, when the Washington-based foundation created the Web site realmilk.com, it barely had half a page of sources where raw milk could be purchased legally. Now, the list has grown to more than two dozen pages, and Ms. Fallon puts the



PETER DASILVA FOR THE NEW YORK TIMES; BELOW, PHOTOGRAPHS BY RANDY HARRIS FOR THE NEW YORK TIMES

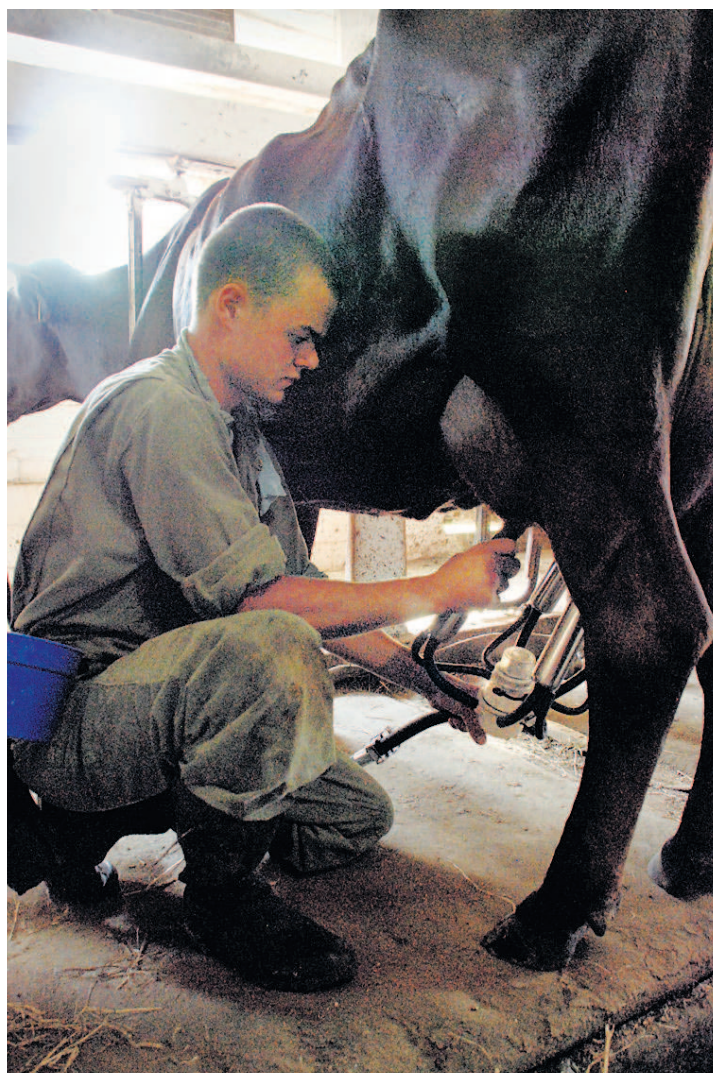


UNPASTEURIZED Yaron Milgrom-Elcott, top, buys raw milk easily in San Francisco. Hawthorne Valley Farm, right, in Ghent, N.Y., is a source.

number of raw milk drinkers at half a million.

"We are trying to be pragmatic and create demand," said Ms. Fallon of the 10,000-member, 400-chapter foundation, which has mounted legal challenges to raw milk regulations in several states. "Even though it is illegal in some places, it is very available through cow sharing or cow herding programs."

In Virginia, for example, Chip and Susan Planck — Nina's parents — pay \$40 a year plus \$25 monthly to own a share in one cow, the only legal way to get raw



milk in that state. In return, they get a gallon of raw milk a week. It is technically not a sale but compensation for the cow's room and board.

Last year the Hawthorne Valley Farm in Ghent, N.Y., offered a buyers' club program to its raw milk customers in the hopes of giving a bigger boost to a steadily growing market. It was designed to encourage those customers in New York and beyond to order in bulk but send only one representative a week to pick up the order.

When the New York State Department of Agriculture and Markets caught wind of it, however, it asked Hawthorne to end the program and the farm complied. Still, Abe Madey, the farm's dairy manager and cheesemaker, says business is steady. About 100 regular customers, many of whom drive two hours from New York City, purchase up to 7,500 gallons annually of raw milk worth about \$45,000 to the farm, he said.

The milk club that Mr. Milgrom-Elcott belongs to, and others like it, is far more problematic, according to Jessica A. Chittenden, a spokeswoman for the Agriculture and Markets department. She says the 41 milk inspectors charged with the monthly testing of New York's 5,000 dairy farms had not yet turned their attention to the clandestine dropoffs.

"It is under review," said Ms. Chittenden, adding that the department cited five of the raw milk permit holders for violations in the past year. "Our utmost concern is for public health. We are trying to insure that the safest products are out there."

For a few months anyhow, Mr. Milgrom-Elcott can shed his identity of a potential law-breaker. His wife, Miriam Sheinbein, just finished her third year at the Albert Einstein College of Medicine and is currently serving a brief rotation in San Francisco. In California, raw milk is legal and widely available. While Ms. Sheinbein, who is 19 weeks pregnant, has decided to forego the delicacy until the baby is born, Mr. Milgrom-Elcott is delighted to take his habit above-ground.

"It's hard to live without," he said.

But then again, Mr. Milgrom-Elcott's secret life in New York was not without its thrills.

"We also bought crème fraîche from the milk club," he said. "It was nearly as ethereal as our fromager's in Aix-en-Provence."