

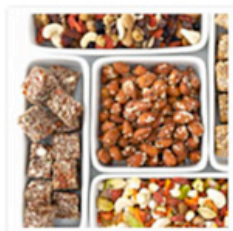


January 28, 2008

Raw Deal

Roxanne's Fine Cuisine

TODAY IN
EVERYWHERE 
A Case of Mistaken Identity



Can't stand the heat? A poor excuse for getting out of the kitchen. Not having seventeen hours to "bake" bread in a dehydrator? Totally different story.

If you're not ready to commit to a completely raw diet (hello, grass-fed T-bone), you can dabble with chef Roxanne Klein's just-launched line of gourmet living foods.

The tasty organic fare — sprouted granola with goji berries, signature pinwheel sandwiches, hummus, and savory snap crackers — is enzyme rich and animal product free. Satisfy sweet cravings sans refined sugar with triple-layer chocolate torte and chocolate or vanilla malt ice creams made with nut milk.

Ecofriendly packaging and in-store displays are the icing on the "cheezecake."

And if someone gives you beef about not turning on the stove, tell them you like it raw.

Available at Whole Foods, 399 Fourth Street, at Harrison Street (415-618-0066 or wholefoodsmarket.com). For more information, go to roxannes.com.



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