

GOOD FOOD | January 26, 2015

First Taste Report: Darrow's Farm Fresh Takeout



The spacious dining room, with Eames-style chairs and iPads for your orders. (Photo: Darrow's)

The eatery's only in its third week of business and already has a bustling lunch business and a list of customers requesting delivery, which they plan to start by next month.

Here's what you need to know about this emerging healthy hotspot before it becomes your new post-spin spot or lunchtime reservation...

The Concept

"The inspiration for Darrow's was about giving people lots of options and better alternatives. It's not all raw or all vegan," says founder Peter Darrow, a born-and-raised New Yorker, who worked at Saatchi & Saatchi Wellness before pursuing an MBA in entrepreneurship. "It's really about integrating health and nutrition and fitness kind of all into one. And giving people something where they feel they have a lot of flexibility."



The Detox Smoothie with parsley, kale, green apple, mango, almond milk, and maple syrup. (Photo: Molly Gallagher for Well+Good)

For Darrow, the concept didn't just come out of thin air. "I became vegan about three years ago for personal health reasons. At the time, both my mother and father were diagnosed with cancer, and my father passed away last summer from it. In many ways, this is in honor of him."

But Darrow doesn't want his eponymous healthy eatery to be preachy about what's healthy and what's not. And the menu reflects that kind of culinary open-mindedness.



The house-made juices and grab-and-go options at Darrow's. (Photo: Molly Gallagher for Well+Good)