

# Artful Living

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THE  
FOOD  
& WINE  
ISSUE

SONOMA  
WINES

MINNESOTA ROOTS

PENINSULA CHEF  
CURTIS DUFFY PAGE 116  
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7



8



10



12

OPPOSITE PAGE

1. Mushroom Tart
2. Red Pepper Poppers
3. Zucchini Corn Cakes with Cilantro Cream
4. Spinach Veggie Wraps
5. Sweet Potato Fries with Chipotle Cream
6. Mushroom Burger



9



11

7. Pad Thai
8. Creamy Garlic Dill Pasta
9. Pancakes
10. Sausage Pizza
11. Pineapple Slaw
12. Lasagna

## Pure Market Express

This Chaska establishment offers prepared raw meals, desserts, appetizers and snacks for in-store and online purchase. On site, patrons can sample items while procuring provisions, enjoy a meal and friendly conversation at the community table or take a class on raw cuisine. And at [puremarketexpress.com](http://puremarketexpress.com), shoppers can order individual items or multi-meal packages for delivery anywhere in the country.

For cofounder and executive chef Rebecca Irely, Pure Market Express was born out of necessity. A longtime raw practitioner, she longed for a fast-food-like raw retailer that could simplify her life. But there was a void in the market. So she and her husband, Quentin, decided to fill it.

They opened Pure Market Express, positioning their raw menu as “fresh, natural and delicious.” That tag line might account for a growing clientele that cuts a wide swath across a variety of demographics. “It’s people who need gluten-free or dairy-free foods, people with food allergies and people who just want healthy options,” Quentin says.

And with selections like lasagna, pad thai, tostadas and burgers, the menu appeals to palates of all persuasions. But one course sparks a special brand of enthusiasm. “Desserts are the gateway drug to raw foods,” Rebecca gushes. “So many people say, ‘I can’t have desserts,’ or ‘I’m on a diet.’ It’s so cool to be able to say, ‘You don’t have to worry — it’s just fruits and vegetables, nuts, seeds and herbs — there’s no sugar.’ You can see their eyes light up.”

For the Irelys, success comes from making raw food accessible, easy and appealing to everyone. “We opened Pure Market Express to make healthy food convenient,” Quentin says. “And if, one family at a time, we can help people have happier, healthier lives, that’s a great thing.” **A**