

MAN AT HIS BEST  
APRIL '17

# Esquire

THE RATAJKOWSKI EFFECT

**GORGEOUS WOMEN  
Dating AVERAGE GUYS.  
Could You Be Next?  
An Esky Investigation.**

SPACE BALLS!

**Why Would  
JEFF BEZOS  
Want to Own an  
Asteroid?**

**Black Cops  
VS.  
Black Radicals:  
A Secret  
History**

CAPTAIN AMERICA  
TAKES ON  
ALT-AMERICA

**CHRIS  
EVANS  
IS  
READY  
FOR  
A  
FIGHT**



STYLE NIGHTMARE

**WE ACTUALLY  
DID IT! We Dressed  
Like THE DONALD.  
Page 44**

\$5.99



08276

0 270291 7





## FOOD

# YES, THIS IS HEALTHY

Forget dieting—chefs around the country are discovering that where your food comes from and how it's prepared is what really counts

*By Jeff Gordinier*

● I smeared a thick coat of butter on a chewy slab of bread. In front of me was a bowl of hot broth, all glossy with melted bone marrow. I dunked the bread into the broth, curious about how the marrow and the butter would intermingle. Off to the side waited a plate of tartare; it had cheddar mixed in with the beef. A forkful of raw meat and sharp cheese on top of buttered sourdough? Count me in. Fatty and **Continued ▶**



**Continued** ▶ bloody, it was a repast worthy of a warrior on *Game of Thrones*. And I felt no guilt whatsoever, because this, I was told, also qualified as health food.

My dinner took place at Hearth, a restaurant that has occupied a prime corner in New York City's East Village for almost 14 years. Not long ago, the chef at Hearth, Marco Canora, decided to take the (spiritually Italian) menu in a new direction. That direction happens to include a burger dense with organ meat, an assortment of the bone broths that Canora has been lucratively selling from his Brodo outposts, and an increased emphasis on wild fish, freshly milled grains, and what he sees as the "good fats"—such as olive oil and lard and butter from cows that eat grass.

For anyone who can dimly recall the Lean Cuisine austerity of the 1980s, when fats were strip-mined out of everything from cookies to chicken parm—or for anyone who continues to associate the phrase "health food" with meatless Mondays and grim hippie sandwiches stuffed with tumbleweeds of alfalfa sprouts—it can only come as sweet relief that a chef as esteemed as Canora is marketing bone marrow, butter, and raw beef as stuff that's good for you.

When it comes to healthy eating, we're living in a period of dueling forces: certitude and confusion. On the one hand, we've all got friends who are absolutely convinced that the only true path is the \_\_\_\_\_\* diet.

(\*Insert your favorite here: paleo, gluten-free, vegan, Bulletproof, Blue Zones, vegetarian, fruitarian, reductarian, Mediterranean.)

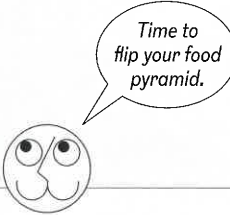
Should you happen to be a vegan or a vegetarian and a lover of restaurants, this is a golden age for you, with places like Apteka, in Pittsburgh; Erven, in Los Angeles; Vedge, in Philadelphia; the new abcV, in New York; and Sen Organic, in Richmond, Virginia, introducing a new frontier in meat- and dairy-free deliciousness.

Yet the presence of so many competing belief systems suggests that what the screenwriter William Goldman said about Hollywood can be said just as persuasively about nutrition: "Nobody knows anything." Today maybe it's cold-pressed juices and avocado toast; tomorrow it could be maple-syrup shakes and pastrami omelets. Just about every single thing that is edible (bread, butter, coffee, wine, meat, cheese, tofu) can be deemed "good for you" or "bad for you" depending on who's doing the judging.

So I'm glad that chefs like Canora are moving beyond the strict confines of orthodoxy and focusing



**SPREAD 'EM**  
Put butter from grass-fed cows on your healthy-foods list—it's all about the good fats.



## GAME-CHANGING TRICKS FROM SPRING'S BEST NEW COOKBOOKS



**Scraps, Wilt + Weeds: Turning Wasted Food into Plenty, by Mads Refslund (Grand Central Life & Style, \$35):**

Danish chef Refslund, one of the founders of Noma, in Copenhagen, shows you how to elevate your cooking by putting a stop to pointless squandering. **Key trick:** Don't buy fresh herbs only to let them get all gloopy in the crisper drawer. Have them dry out naturally on the counter and then crumble them into flavor dust. (Also: No time to cook that fish fillet you bought? Pack it in salt.)



**Dinner: Changing the Game, by Melissa Clark (Clarkson Potter, \$35):**

The *New York Times*'s superstar wants you to know that killer single-pot meals are dead simple. **Key trick:** Yogurt is your go-to secret sauce. Put some in a bowl, stir in salt and spices, and spoon it next to your steak or right into your pasta. "A sprinkle of chile if you like it hot," Clark says. "Takes two minutes to make."



**Project 258: Making Dinner at Fish & Game, by Zakary Pelaccio and Peter Barrett (University of Texas Press, \$50):**

Pelaccio and his wife, the fermentation sorceress Jori Jayne Emde, have carved out an enviable life for themselves within the farmhouse bohemia of New York's Hudson Valley. **Key trick:** Make vinegar. Yes, at home. It's easier than you think (throw in carrot tops, corn cobs, peaches, whatever), and it brings a sour jolt to anything you cook.



**On Vegetables, by Jeremy Fox (Phaidon, \$50):**

This book is, yeah, about vegetables, but it's also about how one of California's greatest chefs got his shit together after the brain-fogging crash-and-burn frenzy of early fame. **Key trick:** Onion-top ash. No joke. You know the green part of a scallion or leek that you often wind up tossing? Incinerate it into black ash in the oven, pulverize it into powder, and then scatter it on anything for an instant touch of smokiness. —J. G.