

—
by CHLOE.

AN ORIGINAL CONCEPT IN PARTNERSHIP WITH ESQUARED HOSPITALITY / BLT RESTAURANTS

Introduction

by **CHLOE.** marries Chloe Coscarelli's chef-driven vegan fast casual concept with ESquared Hospitality's management expertise and multi-concept, global portfolio.

Founded on a commitment to "Exceeding Expectations" ESquared Hospitality delivers extraordinary food and excellent customer service at each property. Their diverse portfolio of more than 10 brands and 24 establishments spans two continents.

Since its inception more than a decade ago, ESquared Hospitality has set the standard for hospitality globally and mastered restaurant operations, offering a complete management solution that includes restaurant concept and menu development, marketing, public relations, special event sales, personnel and labor management.

As a multi-brand international hospitality group, ESquared Hospitality's portfolio runs the gamut from iconic fine-dining establishments (BLT Steak, BLT Prime, The Wayfarer) and casual restaurants (BLT Bar & Grill, Horchata) to hotel dining (in Trump, Ritz-Carlton, W, JW Marriott properties) and sports arena kiosks (Casa Nonna at Madison Square Garden). Not only has ESquared Hospitality established thriving relationships with a breadth of venues and hotel operators, but we have placed every one of our properties on a path to highly profitable success.

Based on the current success of our flagship location, we are confident that **by CHLOE.** represents an opportunity to fill a corner of the healthy fast casual marketplace that is largely being overlooked. We are poised to position the full weight of the ESquared Hospitality organization behind the brand to ensure its success.

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CHEF CHLOE COSCARELLI

—
by CHLOE.

Chef Chloe Coscarelli

Chloe Coscarelli is an award-winning chef and best-selling author who is taking the culinary world by storm with her creative and accessible vegan recipes.

As a lifelong vegetarian and long time vegan, Chloe first earned national attention when she won the top spot on Food Network's hit reality-competition series "Cupcake Wars," and also became the first vegan chef to win a culinary competition on national television.

Following her television debut, Chloe published three cookbooks: Chloe's Kitchen (2012); Chloe's Vegan Desserts (2013) & most recently Chloe's Vegan Italian Kitchen (Sept 2014) with Simon and Schuster; which are an ongoing feature in the top "100 Best-Selling" lists on Amazon.com.

A graduate of The University of California, Berkeley, The National Gourmet Institute, and Cornell University's Plant-Based Nutrition program based on Dr. T. Colin Campbell's critically acclaimed best-selling book, The China Study, Chloe has worked towards creating healthy, delicious and satisfying vegan and plant-based dishes for her readers and fans.

"Chloe's [Sweet Potato Gnocchi] is easy and **really delish**. Super yummy!"
- KRISTEN BELL, Actress



"[The food] looks incredible!!
I'm so excited to start cooking and baking! It all looks delish!! Mmmmm"
- EMILY DESCHANEL,
Award-Winning Actress &
Producer

"Chloe's **delicious cupcakes broke new ground** on 'Cupcake Wars' and left a lasting impression."
- CANDACE NELSON,
Founder of Sprinkles
Cupcakes & Judge
of "Cupcake Wars"

"Pizza and burgers and cupcakes: oh my! Goopy, sticky, jammed-with-flavor treats on every page delightfully transform everything you thought you knew about vegan food. Chloe is a fresh, fun, enthusiastic new voice and I know this from swooning over every Chloe dish I've had the pleasure of tasting – a truly gifted chef. Now she reveals her secrets to healthy, flat-out-amazing food that anyone can make. This soup-to-nuts compendium is so complete that it's **the only vegan cookbook you'll ever need.**"

– LISA BLOOM, "The Today Show" Host & Best-Selling Author

THE BRAND

—
by CHLOE.

Mission Statement

by **CHLOE.** aims to share delicious, wholesome, plant-based food that fuels and energizes without compromising flavor, taste or satisfaction.

Our chef-driven vegan menu features locally-sourced ingredients in their most natural form to create inspired dishes, made 100% by us daily.

We are passionate about feeding our customers hearty, nourishing meals made from whole ingredients that can have a positive impact on their overall mind, body and health.

At by **CHLOE.**, our goal is simple —to redefine what it means to eat well.

We are committed to maintaining a sustainable and vegan lifestyle, while actively contributing towards lowering our carbon footprint and preserving our planet's water supply through our animal-free menu, mindful ingredient sourcing and eco-friendly packaging.

Eat well. Eat with purpose.

The Flagship

The **by CHLOE.** flagship opened to critical-and customer-acclaim in NYC's historic Greenwich Village in Summer 2015. The 900+ square foot storefront is located at **185 Bleecker Street** between Bleecker & MacDougal Streets, just a few blocks from Washington Square Park and New York University (NYU) campus.

Creative Director Samantha Wasser worked alongside award winning NYC-based design firm, Dekar Design, on the interiors, and with Paperwhite Studio on all by **CHLOE.** Branding.

The chef-driven menu includes house-made burger patties, salads, seasonal soups, fresh pastas, cold-pressed juices, vegan ice creams, a variety of grab-and-go items, daily fresh made baked goods; with many gluten-free menu options available, as well as a selection of beer, wine and cold-pressed cocktails.

By **CHLOE.** is open seven days a week, serving an all-day menu with weekend brunch launching this fall and plans to open a multi-purpose take-away window before the new year.

Interior & Exterior



The Details



The Team



Chef + Partner, by CHLOE.

A lifelong vegetarian, and long time vegan, Chloe Coscarelli is an award-winning chef and best-selling cookbook author. Chloe first earned national attention after she won the Food Network's reality-competition series "Cupcake Wars", and became the first vegan chef to win a culinary competition on national television.

In 2014, Chloe partnered with ESquared Hospitality and launched by CHLOE. with the hopes of bringing healthy, delicious and satisfying vegan and plant-based dishes to the masses.



Creative Director, ESquared Hospitality + by CHLOE.

As the Creative Director, Samantha Wasser works alongside Esquared Hospitality on new concepts and lifestyle brands.

Samantha has been involved with the by CHLOE. brand from its inception, overseeing logo creation, overall brand identity, website & blog development, menu creation, retail product development, interior design, staff uniforms, expansion plans and more all leading up to the opening of the by CHLOE. flagship location.



ESQUARED HOSPITALITY*

ESquared Hospitality is committed to 'Exceeding Expectations' with extraordinary food and excellent customer service. What started in 2004 with the opening of the flagship restaurant, BLT Steak on 57th Street in New York City, has grown into an internationally recognized group of more than 20 restaurants worldwide.

by CHLOE. is ESquared Hospitality's first Quick Service Restaurant, with sights set on new locations for growth.

**More info on next slide*

ESquared Hospitality

ESquared Hospitality has provided all of the necessary resources to facilitate an impactful introduction of the **by CHLOE.** brand, and plans to continue to do so throughout its expansion.

These efforts will include but are not limited to:

Working with a national public relations agency to create a dedicated PR strategy with emphasis on leveraging Chloe's reputation as an award-winning "celebrity" chef and three-time best-selling cookbook author. This effort will capitalize on Chloe's existing relationships to engage notable print, online, and broadcast media to ensure meaningful press coverage for all future store openings.

Continuing to foster and grow an online community and fan base for **by CHLOE.**, building on the brand's existing 100,000 plus social media followers and ESquared Hospitality's 60,000 social media followers (combined between brands) and 60,000 average monthly website visitors.

Leveraging ESquared Hospitality's email list of more than 80,000 potential guests to share news of future openings and ongoing **by CHLOE.** happenings with a goal of driving ESquared Hospitality / BLT Restaurant devotees to a **by CHLOE.** location.

Securing Chloe's participation in high-profile charity and tasting events with a goal of continuously reaching new demographics and positioning her alongside the industry's top restaurants and chefs.

Exploring additional opportunities to market the **by CHLOE.** brand, including strategic partnerships, sponsorships, experiential campaigns and activations, giveaways and marketing collateral.

WHY NOW

—
by CHLOE.

Why Fast Casual + Vegan

“The fast casual segment continues to lead growth within the restaurant industry. With an 11% increase in sales and nearly 8% increase in units, fast casual concepts among Technomic’s 2014 Top 500 Chain Restaurants comprise many of the fastest-growing restaurant chains.” *Technomic*

“This consumer shift (from QSR to fast casual) is primarily due to the fact that people with higher disposable income are inclined more towards quality and hygienic food, unlike less nutritional junk food in most of the quick service outlets.” *Forbes, June 2014*

“71% of adults are trying to eat healthier at restaurants than they did 2 years ago. 86% of adults confirm that there now are more healthful options at restaurants than there were 2 years ago.” *National Restaurant Association*

“Although only 4 percent of respondents in a National Harris Poll by the Vegetarian Resource Group said they always eat vegetarian meals and never eat meat, fish or poultry, a sizable 47 percent said they eat at least one vegetarian meal per week.” *Restaurant Business*

“Meatless/vegetarian menu items are a hot trend, according to 57 percent of the chefs who took part in the National Restaurant Association’s What’s Hot 2014 Culinary Forecast.” *Restaurant Business*

Why Plant-Based Food

A plant-based diet can positively impact one’s health. Many recent studies have shown that individuals with a plant-based diet tend to live longer, have lower risk of cancers and heart disease, and vegetarians and vegans tend to consume fewer calories and therefore experience greater weight loss and a lower body mass index.

Plant-based diets that are rich in spinach, kale, corn, squash, kiwi or grapes help to prevent cataracts and macular degeneration. Many plant-based foods including chia seeds, hemp seeds and quinoa are complete proteins, which provide all nine essential amino acids to help build muscle tissue that our bodies would otherwise be unable to produce.

On average, a person who does not eat meat or dairy indirectly consumes nearly 600 gallons of water less per day than a person who eats the average American diet. Nearly half of all the water used in the US goes to raising animals for food. As a result, maintaining a vegan diet can significantly help preserve our planet’s water supply and lower our carbon footprint!

"A vegan in a Hummer has a lighter carbon footprint than a beef-eater in a Prius." -Michael Pollan

***QUALITY OF PRODUCTS
+ PACKAGING***

—
by CHLOE.

Quality of Products

The by CHLOE. menu is 100% plant-based using seasonal, locally-sourced ingredients whenever possible in their most natural form to create wildly exciting and inspired dishes!

Our commitment is to bring the highest standards of freshness and quality to each meal that is served. Our menu is free of all meat, dairy and egg products in addition to any preservatives, GMO's, saturated fats and cholesterol.

We only use fresh (never frozen) seasonal vegetables with ancient grains and hand-picked herbs to make meat free alternatives to American classics such as burgers, creamy soups, French fries, ice creams, fresh-baked sweets and more.

All items on our menu are house-made, including our patties which are 100% whole grain, made with healthful, fiber-filled ingredients— such as whole lentils, chia seeds, walnuts and mushrooms.

In summary, by CHLOE. is:

- ✓ 100% Plant-Based
- ✓ Vegan (no meat, dairy, or eggs)
- ✓ Organic & Locally Sourced
- ✓ Environmentally Sustainable & Compostable
- ✓ Extensive Gluten-Free Options
- ✓ No Artificial Colors & Flavorings
- ✓ Kid-Friendly
- ✓ No Preservatives, Saturated Animal Fats or Cholesterol
- ✓ Absolutely Delicious!

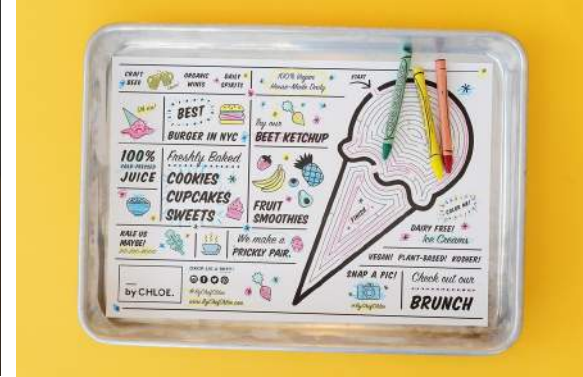
Quality of Packaging

By CHLOE. Uses recyclable, Bio-degradable, eco-friendly and compostable materials for all custom branded packaging, utensils and other to-go items.

Eating vegan makes for a more sustainable world and community

Working with Paperwhite Studio, a multidisciplinary design studio based in New York City, we have formulated the by CHLOE. Brand identity which is boldly represented in our packaging, print and interactive materials.

Packaging



MENU

—
by CHLOE.

Menu

Salads

ALL SALADS CAN BE MADE GLUTEN-FREE UPON REQUEST

KALE CAESAR \$9.95

SHIITAKE BACON, AVOCADO, ALMOND PARM, MAPLE-WHEAT CROUTONS, CAESAR DRESSING

QUINOA TACO \$10.95

SPICY CHORIZO, BLACK BEANS, SWEET CORN, AVOCADO, TOMATO, TORTILLA STRIPS, CRÈMA, AGAVE-LIME VINAIGRETTE

SPICY THAI \$10.95

APRICOT-SRIRACHA GLAZED TEMPEH, QUINOA, EDAMAME, SCALLION, CRISPY WONTONS, PEANUT DRESSING

THE GREEK \$9.95

CHICKPEAS, CUCUMBER, TOMATO, KALAMATA OLIVES, HERBED TOFU FETA, FRESH BASIL, WHITE BALSAMIC



ADD GREEN HUMMUS • TEMPEH • AVOCADO
HERBED TOFU FETA - \$2.50 EACH

Burgers + Sandwiches

THE CLASSIC BURGER \$8.95

TEMPEH-LENTIL-CHIA-WALNUT PATTY, PICKLES, ONION, BEET KETCHUP, SPECIAL SAUCE, POTATO BUN **GF \$2.50**



THE GUAC BURGER \$9.95

BLACK BEAN-QUINOA-SWEET POTATO PATTY, CORN SALSA, ONION, GUAC, TORTILLA STRIPS, CHIPOTLE AIOLI, WHOLE GRAIN BUN

PESTO MEATBALL \$8.95

ITALIAN MEATBALLS, MARINARA, SWEET PEPPERS, BASIL PESTO, CASHEW MOZZ, ALMOND PARM, POTATO SUB ROLL

WHISKEY BBQ \$10.95

SMOKY PORTABELLO MUSHROOMS & SEITAN, SAUTÉED KALE, ONION MARMALADE, GRILLED PINEAPPLE, BOURBON BBQ, POTATO BUN

SMASHED AVOCADO TOAST \$6.95

SEASONAL VEGGIE, ALMOND PARM, 7-GRAIN TOAST **GF \$1.50**



Fries + Sides

AIR BAKED FRENCH FRIES \$3.95

ORIGINAL OR SWEET POTATO

KALE ARTICHOKE DIP \$5.95

MARKET VEGGIE \$MKT



Ask About Our Daily Soup



\$3.95/\$7.95

Pasta

SMALL / LARGE

MAC N' CHEESE \$4.95/\$8.95

SWEET POTATO-CHEESE SAUCE, SHIITAKE BACON
EXTRA BACON \$1.50 **GF \$2.50**

AVOCADO PESTO PASTA \$4.95/\$8.95

GRAPE TOMATOES, FRESH BASIL **GF \$2.50**



Brunch

SATURDAY + SUNDAY

MORNING OATS \$4.95

QUINOA, FLAXSEED, STEEL CUT OATS, FRESH BERRIES

ADD RAW ALMOND BUTTER, BANANA, PURE MAPLE
AND RAW CACAO \$2.50

AB&B TOAST \$6.95

RAW ALMOND BUTTER, BANANA, PURE MAPLE, 7-GRAIN TOAST **GF \$1.50**

THE EARLY BIRD \$9.95

SCRAMBLED ORGANIC TOFU, SPINACH, MUSHROOM, MAPLE SAUSAGE, MARKET GREENS, 7-GRAIN TOAST **GF \$1.50** AVOCADO \$2.50

MOM'S CINNAMON ROLL \$4.95

DAILY PANCAKE \$8.95

W/ WHIPPED MAPLE BUTTER COCONUT WHIPPED CREAM \$1.50

QUINOA HASH BROWNS \$3.95

W/ SOUR CREAM, SMOKED PAPRIKA, SCALLION



Sweets

DAILY SELECTION OF FRESHLY BAKED SWEETS
MADE 100% IN-HOUSE

MORNING PASTRIES \$2.95-\$3.95

COOKIES \$2.50

CUPCAKES \$3.50



PUPCAKES \$1.95

HOUSE-MADE ORGANIC WHOLE-OAT
K9 CUPCAKES DIPPED IN CAROB

BAG O' DOG BONES* \$5.00

HOUSE-MADE ORGANIC
PEANUT BUTTER DOG BONES

*FOR EVERY BAG SOLD, WE WILL DONATE
\$1 TO THE AMERICAN HUMANE SOCIETY



Ice Cream by Chloe.

OUR ORIGINAL HOMEMADE ICE CREAMS ARE 100% VEGAN,
ALL NATURAL, GLUTEN-FREE + KOSHER CERTIFIED

ICE CREAM SANDWICH \$4.95

ICE CREAM \$4.95/\$9.95

4OZ / 16OZ

SALTED VANILLA CARAMEL • ROASTED BANANA BOURBON
KALE COOKIES + CREAM • COFFEE CHIA CHIP



Juice by Chloe.

OUR 100% UNADULTERATED, VEGETABLE AND FRUIT JUICES ARE COLD-PRESSED IN SMALL BATCHES.
JUICE BY CHLOE. IS 100% VEGAN, ALL NATURAL AND GLUTEN + NUT FREE.

COLD-PRESSED JUICES (12oz) \$9.95

THE GIVING TREE KALE, SPINACH, WHEATGRASS, APPLE, LEMON

JUNKIE KALE, SPINACH, WHEATGRASS, CUCUMBER, PARSLEY, LEMON

CUCKOO'S NEST BEET, APPLE, ROMAINE, LEMON, GINGER

HOWL PINEAPPLE, APPLE, LEMON, GINGER, CAYENNE PEPPER, FILTERED WATER

THE MERRY PRANKSTER WATERMELON, PRICKLY PEAR, APPLE, LEMON, SEA SALT

ON THE ROAD ACTIVATED CHARCOAL, LEMON, PURE MAPLE SYRUP, FILTERED WATER

COLD-PRESSED SHOOTERS (2oz) \$4.50

PULL MY DAISY GINGER, LEMON, ORANGE, CAYENNE PEPPER

THE BEAT GENERATION \$17.95

TRY OUR CURATED JUICE FLIGHTS FEATURING
OUR SIX SIGNATURE COLD-PRESSED JUICES
(SIX - 2OZ BOTTLES)



Menu

Beverages

DAILY SMOOTHIES \$7.50/\$8.50

12OZ / 16OZ

CHILLED BEVS

12OZ / 16OZ

SEASONAL LEMONADE \$2.50/\$3.50

FRESHLY BREWED ICED TEA \$2.50/\$3.50

STUMPTOWN COLD-BREW ICED COFFEE \$3.50/\$4.50

ICED PANATĒA® MATCHA \$4.50/\$5.50

HOT BEVS

12OZ / 16OZ

BELLOQC ATELIER TEAS \$3.50

SEE LIST FOR AVAILABLE SELECTION

STUMPTOWN DRIP COFFEE \$3.00/\$3.50

HOT COCOA \$4.50/\$5.50

ALMOND MILK, DARK CHOCOLATE, PB, MARSHMALLOWS

PANATĒA® MATCHA \$4.50

ADD SIDE OF HOUSE-MADE HALF & HALF + \$1.50
(CASHW + ALMOND CREAM BLEND)

BOTTLED BEVS

FOUND® STILL WATER \$3.00

FOUND® INFUSED SPARKLING WATER \$3.00

ORIGINAL • ELDERFLOWER • LEMON • CUCUMBER MINT • APPLE CINNAMON

BOXED WATER \$2.50

HARMLESS HARVEST RAW COCONUT WATER \$3.50

HEALTH ADE KOMBUCHA \$5.50

ORIGINAL • GINGER LEMON • CAYENNE CLEANSE • PLUM + CARROT (SEASONAL)

PINK LADY APPLE + BEET (SEASONAL) • CALIFORNIA GRAPE (SEASONAL)

HEART OF TEA \$3.00

CLASSIC • LEMON • PEACH • POMEGRANATE ORANGE

Grab + Go

KALE CAESAR \$8.95

GRAPE TOMATOES, TOASTED SUNFLOWER SEEDS, CAPERS, ALMOND PARM, CAESAR DRESSING *SIDE OF MAPLE-WHEAT CROUTONS GF!

DETOX KALE SALAD \$9.95

QUINOA, RED CABBAGE, EDAMAME, CARROT, CUCUMBER, RED PEPPER, DRIED CRANBERRIES, ALMONDS, SESAME VINAIGRETTE GF!

SOUTHWESTERN QUINOA \$6.95

QUINOA, BLACK BEANS, SWEET CORN, JALAPEÑO, RED PEPPER, ONION, CILANTRO, TOASTED PUMPKIN SEEDS, AGAVE-LIME DRESSING GF!

PEANUTTY KALE \$6.95

RAW KALE, RED ONION, CRUSHED PEANUTS, SPICY PEANUT SAUCE GF!

SESAME GINGER SOBA \$6.95

BUCKWHEAT SOBA NOODLES, EDAMAME, RADISH, SESAME-GINGER DRESSING

GREEN HUMMUS \$5.95

BABY SPINACH, CHICKPEAS, OLIVE OIL, LEMON, GARLIC GF!

MATCHA KELP NOODLES \$5.95

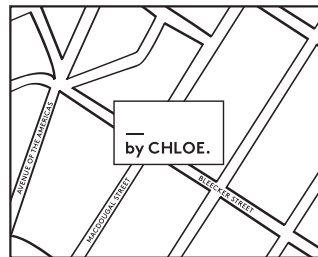
PANATĒA® MATCHA, KELP NOODLES, CASHEW CREAM SAUCE, ALMOND PARM, SCALLION GF!

RAW LASAGNA \$5.95

ZUCCHINI, TOMATOES, SUNDRIED TOMATO MARINARA, PINE NUT RICOTTA, CASHEW-BASIL PESTO GF!

RAW VANILLA BEAN CHIA PUDDING \$4.95

CHIA SEEDS, MADAGASCAR VANILLA BEAN, RAW ALMOND AND CASHEW MILK, RAW AGAVE NECTAR GF!



* BY CHLOE. IS LOCATED AT THE CORNER OF BLEECKER + MACDOUGAL ST. *

by CHLOE. is committed to using seasonal and locally sourced ingredients whenever possible.

Our menu is free of meat, dairy and egg products and contains no saturated animal fats, cholesterol, preservatives and/or artificial flavors.

by CHLOE. is certified kosher by International Kosher Council.

ALLERGEN WARNING: MADE IN A KITCHEN THAT PROCESSES NUTS, SOY AND WHEAT.

BEST
BURGER IN NYC *



100%
COLD-PRESSED
JUICE

* **100% Vegan** *
House-Made Daily

We make a
PRICKLY PAIR.



KALE US
MAYBE! *
212-290-8000



VEGAN!
PLANT-BASED!
KOSHER!

Sunday to Tuesday 11AM - 10PM
Wednesday to Saturday 11AM - 12AM

185 BLEECKER STREET
NEW YORK, NY 10012

by CHLOE.

DROP US A BEET!



@ByChefChloe *
www.ByChefChloe.com











JUICE BY CHLOE.

—
by CHLOE.

Juice by CHLOE.

by CHLOE. offers a myriad of unique beverages including our line of *Juice by CHLOE.*, featuring Cold-Pressed Juices, Shooters and Juice Flights (featuring 6, 2 oz shooters) named for the famed Beat poets who once roamed the streets of Greenwich Village.

- Juice by CHLOE. are chef-crafted by Chef Chloe Coscarelli
- Our recipes are designed to better maximize the flavor and health benefits of all natural ingredients and are both low in sugar and sodium.
- 100% vegan, unadulterated, cold-pressed juice.
- No nuts, dairy, soy or gluten.
- No GMOs, additives, preservatives, pesticides, or added sugars.
- Kosher-certified.
- Made from locally sourced and organic ingredients whenever possible.
- Juice by CHLOE. uses High Pressure Processing (HPP) instead of high heat to preserve the essential nutrients, while maintaining the integrity, freshness and flavor of our juices, as well as extending shelf-life.
- Partnering with by CHLOE. provides the opportunity to align with a young and growing brand, with exciting and aggressive plans for national expansion and a built in customer-base.

<p>1. THE GIVING TREE</p>  <p><i>"AND THE TREE WAS HAPPY"</i> - SHEL SILVERSTEIN</p> <p>GOOD FOR: DETOX MUSCLE BONE</p> <p>WHAT'S INSIDE: KALE SPINACH WHEATGRASS APPLE LEMON</p>	<p>2. JUNKIE</p>  <p><i>"ONCE A JUNKIE, ALWAYS A JUNKIE"</i> - WILLIAM H. BURROUGHS</p> <p>GOOD FOR: DETOX DIGESTION</p> <p>WHAT'S INSIDE: KALE SPINACH WHEATGRASS CUCUMBER PARSLEY LEMON</p>	<p>3. CUCKOO'S NEST</p>  <p><i>"ONE FLEW EAST, ONE FLEW WEST, ONE FLEW OVER THE CUCKOO'S NEST"</i> - KEN KESEY</p> <p>GOOD FOR: ANTIOXIDANT ENERGY</p> <p>WHAT'S INSIDE: BEET APPLE LEMON GINGER ROMAINE LETTUCE</p>	<p>4. HOWL</p>  <p><i>"WE'RE ALL GOLDEN SUNFLOWERS INSIDE"</i> - ALLEN GINSBERG</p> <p>GOOD FOR: IMMUNITY SKIN</p> <p>WHAT'S INSIDE: PINEAPPLE APPLE LEMON GINGER CAYENNE PEPPER FILTERED WATER</p>
<p>5. THE MERRY PRANKSTER</p>  <p><i>"YOU'RE EITHER ON THE BUS OR OFF THE BUS"</i> - TOM WOLFE</p> <p>GOOD FOR: pH BALANCE HYDRATION</p> <p>WHAT'S INSIDE: WATERMELON APPLE PRICKLY PEAR LEMON</p>	<p>6. ON THE ROAD</p>  <p><i>"THE FIRST SIP IS JOY, THE SECOND IS SERENITY, THE THIRD IS MADNESS, THE FIFTH IS ECSTASY"</i> - JACK KEROUAC</p> <p>GOOD FOR: DETOX INFLAMMATION HANGOVERS</p> <p>WHAT'S INSIDE: ACTIVATED CHARCOAL LEMON PURE MAPLE SYRUP FILTERED WATER</p>	<p>7. PULL MY DAISY</p>  <p><i>"PULL MY DAISY, TIP MY CUP"</i> - NEAL CASSEIDY</p> <p>GOOD FOR: IMMUNITY DIGESTION</p> <p>WHAT'S INSIDE: GINGER LEMON ORANGE CAYENNE PEPPER</p>	<p>TRY 'EM ALL!</p>  <p>GET YOUR OWN JUICE FLIGHT AT BY CHLOE.</p>



ICE CREAM BY CHLOE.

—
by CHLOE.

Ice Cream by CHLOE.

by CHLOE. currently offers a line of four unique Ice Cream flavors. These non-dairy frozen treats are available in two sizes, by the pint (16oz), and single-scoop (4oz).

Our four ice creams are each made using a unique base of coconut and nut milks to achieve the highest-quality flavor, texture and sweetness for each flavor.



COFFEE CHIA CHIP

Chocolate-Covered Chia Seeds, Dark Chocolate Chunks and Stumptown Coffee

KALE COOKIES + CREAM

Organic Kale and Homemade, Gluten-Free Dark Chocolate Wafers

ROASTED BANANA BOURBON

Roasted Bananas, Vanilla Bean Caramel, and Woodford Reserve Craft Bourbon

SALTED VANILLA CARAMEL

Pure Madagascar Vanilla, and Homemade Salted Caramel Swirl

Ice Cream by CHLOE.



FOOD + BEVERAGE IMAGES

—
by CHLOE.









NOTABLE PRESS

—
by CHLOE.



Switching Teams
Former L'Oréal executive Marc Joy joins Shiseido's executive-in-chief position. PAGE 3



Bigger Digs
Hornos expands its store footprint in hands more products and equipment. PAGE 3



Voting For Vegan
Chloe Coscarelli and Samantha Wasser open vegan restaurant in the West Village. PAGE 9

Fashion, Beauty, Business.



eye By Chloe Opens in the West Village

Vegan vet chef Chloe Coscarelli and Samantha Wasser of Esquared Hospitality open up shop.

The West Village has a new character: an upstart neighborhood of young chefs. Chloe Coscarelli and Samantha Wasser of Esquared Hospitality have opened a new restaurant, **By Chloe**, in the West Village. The space is bright and airy, with a focus on fresh, locally sourced ingredients. The menu is plant-based and creative, featuring dishes like a "vegan burger" and a "vegan pizza." The restaurant is a great example of the new wave of vegan dining in the city.

The Cheesecake is a new addition to the menu. It's a delicious and healthy treat that's perfect for anyone looking for a vegan option. The restaurant is a great example of the new wave of vegan dining in the city.

Chloe Coscarelli is a chef and author who has been a pioneer in the vegan food scene. Her restaurant, **By Chloe**, is a testament to her commitment to plant-based dining. The menu is creative and delicious, offering a variety of options for everyone.

By Chloe is a new restaurant in the West Village. It's a great example of the new wave of vegan dining in the city. The restaurant is bright and airy, with a focus on fresh, locally sourced ingredients. The menu is plant-based and creative, featuring dishes like a "vegan burger" and a "vegan pizza."



You will feel a few things upon walking into by CHLOE for the first time. The first thing you will feel will be a sense of unease as you survey the situation. No matter what time of day it is, there will be a huge line to place an order at this new counter-style vegan restaurant that people are losing their gluten over. There will also be a Hunger Games-esque competition for a seat, except in this game of survival, there are no weapons, only bitchy glares, and everyone survives because it's actually going to be FINE.

After those emotions pass, the next thing you'll feel is a state of wonder as to why more people aren't opening restaurants like this. In many ways, it seems so obvious to

simply set up shop in a small space, buy some shit from Anthropologie, and start selling vaguely healthy food to a city of people who clearly want it. Why isn't there one of these on every corner? Maybe because making a meatless meatball that doesn't taste like wet newspaper and throwup isn't as easy as it might sound. Serving a vegan ice cream that's actually worth eating is grounds for a peace prize.

And such is the genius of by CHLOE. Opened by (you guessed it) Chloe Coscarelli, a studied vegan chef and cookbook author who until now was best known for winning an episode of Cupcake Wars, this is most certainly the best vegan restaurant in town/maybe the world. For all of the other "healthy" hot spots out there, by CHLOE is the one that actually make this food seem the most like something you actually want to consume several times a week, rather than just that one time your most annoying vegetarian friend asked you to out to dinner.

What you'll find at by CHLOE is casual setup serving excellent salads, very good veggie burgers that look like they could easily have come from Shake Shack, and fries that could not have because they're actually good. And yes, I just said fries. Turns out those are vegan, too.

See how easy this is? I told you it was going to be fine.

Food Rundown



Quinoa Taco Salad A very satisfying salad that you can easily make a meal of, assuming you're comfortable with the fact that you'll have no idea what 8 of the 9 ingredients in the bowl are. Let's just go with tacos. They're all tacos.

SHAPE

September 2015
Circulation: 2,504,000



HEALTHY MEALS
THAT ARE READY
IN MINUTES
NEW, BETTER-
FOR-YOU PASTAS
THE NUTRIENTS
FIT WOMEN NEED

eat right



Boost
your immune
system!

Wild about mushrooms

They're the latest prized health food, but chefs adore them for the earthy flavor they impart to any dish.

Mushrooms are kind of a perfect food. They're rich and meaty, so they taste indulgent; they're amazingly versatile; and they've got serious nutrition perks. In one recent study, people who ate shiitake mushrooms daily for a month had stronger immune systems. But you don't have to seek out only this exotic type: Research shows that the antioxidant levels of button mushrooms are just as high. So get creative. To start you off, here are three ideas from chefs who love 'shrooms. ➔

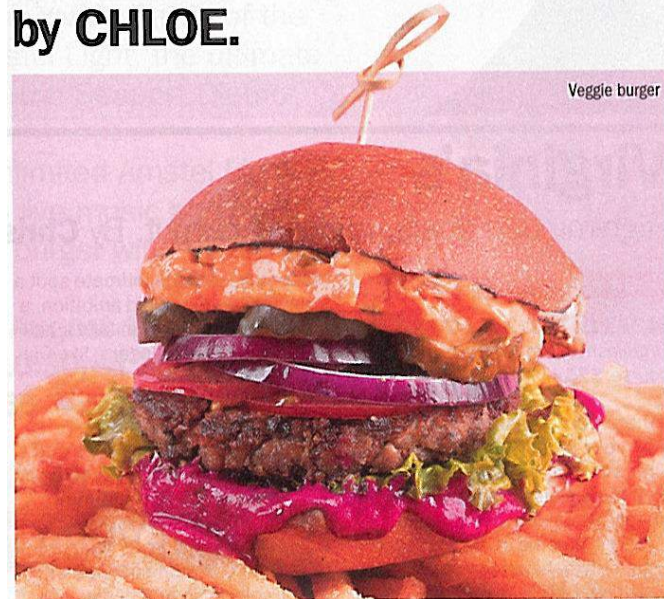
Photographs by LINDA FUGLIESE

SHAPE.COM SEPTEMBER 2015 107

TimeOut New York

July 22, 2015
Circulation: 130,000

by CHLOE.



Veggie burger

From cupcake-slinging vegan queen Chloe Coscarelli comes this plant-based Greenwich Village concept, offering meat- and dairy-free grab-and-go treats, cold-pressed juices and veggie burgers to add to New York's growing pantheon (including a tempeh-lentil-chia-walnut patty on a potato bun). Continuing her vegan crusade—

she's written three cookbooks on it—Coscarelli stocks her takeout section with *matcha*-kelp noodles with cashew cream sauce, brunch with quinoa hash browns and organic scrambled tofu, and dessert with housemade vegan ice creams (roasted banana bourbon, kale cookies). 185 Bleecker St (212-290-8000, bychefchloe.com)

well+GOOD

August 3, 2015
Impressions: 472,772

What happens when a chef adds kale to burgers, cocktails, and ice cream



Yes, there's a token kale salad at By Chloe, but you can also get your daily dose of the trendiest leafy green by ordering a Whisky BBQ portobello mushroom-seitan burger, a Kale-Matcha Mojito, or dairy-free Kale Cookies + Cream ice cream.

The fast casual veggie spot opened in New York City's Greenwich Village on July 28, and while it's the first restaurant from chef Chloe Coscarelli, the menu is a manifestation of the meat-free comfort food philosophy she's been sharing for years via best-selling cookbooks like *Chloe's Vegan Italian Kitchen* and *Chloe's Vegan Desserts*.

"What I'm really trying to do is show people that vegan food is something you can eat every day," Coscarelli says, "and you can get it at an affordable price point, and it can taste just as good [as non-vegan food]."



Bright and cheery digs

You'll spot By Chloe right away. Its facade is a cheery ray of brightness with a black-and-white striped awning, bright white walls, shiny yellow outdoor seating, and greenery on an otherwise gritty stretch of Bleecker Street, at MacDougal.



August 19-25, 2015
Circulation: 130,000

Where's the beef?

These new meat-free burgers will leave even the most hard-core carne lovers drooling. **By Christina Izzo**

Superiority burger at Superiority Burger
Brooks Headley's brick-and-mortar offshoot of his white-hot 2014 veggie-burger pop-up has been met with critical acclaim and... more graciously, evermore approval, thanks to its dense, nicely charred, surprisingly meaty patty built with grains (here, barley, quinoa). That meatless mound gets further topped with melted Muenster, crisp pickling lettuce, roasted plum tomatoes, snappy dill pickles and copious squirts of honey mustard. 430 E 9th St (212-258-1192, superiorityburger.com), \$6.

Veggie burger at the NoMad Bar
Eleven Madison Park's emperor Daniel Humm jumped on the veggie-burger bandwagon in July with his elegant iteration at the gilded gastropub, made with quinoa, lentils, chickpeas and corn and flavored with zingy Dijon mustard and curry powder before hitting the fryer. If that ain't tasty enough for you, Humm and executive chef James Kent then crown the whole thing with pepper jack cheese, dollops of ketchup aioli, and radishes and watercress for a peppery bite. 10 W 29th St (347-472-3660, thenomadhotel.com), \$16.

NÜBurger at Snorgasburg
Vegan, organic, gluten-free, non-GMO—this Snorg-ant patty ticks nearly every box on the veggie-vee checklist. But beyond Paleo-bazing buzzwords, the food-fies vendor offers top-rate burgers padded with white beans and potatoes, festooned with pickles, onions and lettuce for a fresh crunch and finished with sweet-and-spicy pomegranate-cayenne mayo, all on a gluten-free bun. East River State Park, 50 Kent Ave at North 8th St, Brooklyn - Brooklyn Bridge Park, Pier 5, Furman St at Joralemon St, Brooklyn - snorgasburg.com, \$7.

Veggie burger at by CHLOE.
Lining Manhattan's Chelsea Coscarelli offers three types of meat-free burgers at this fast-casual vegan concept. The classic version is a jazzed-up tempah-lentil patty with beet ketchup and special sauce (\$8.95); its Mexican-minded spin comes with goat, corn salsa and chipotle aioli (\$8.95), and a portabella mushroom burger gets flavor-bombed with grilled pineapple, onion marmalade and—get ready—fontina BBQ sauce (\$10.95). 185 Bleecker St (212-290-8000, bychloe.com)

DAILY NEWS

July 26, 2015
Circulation: 456,360

EATS BEAT BY JEANETTE SEPTEMBRE

New to the scene...

Here's a fresh take on a tossed salad. Leftover ingredients are the stars of a new salad at Sweetgreen thanks to a little help from Blue Hill chef **Dan Barber**. Barber is partnering with the chain to promote his anti-food waste initiative **WASTED**. The **WASTED** salad (\$9.50, L) comprises broccoli leaf, romaine heart, carrot ribbon, arugula mix, roasted kale stems, broccoli stalks, cabbage

Leftovers get tossed in this salad

cores, shaved parmesan, croutons and spicy sunflower seeds with a pesto vinaigrette. The salad will be available Tuesday through Sept. 28.

You can't beat this meatless menu. On Tuesday, a plant-based eatery called **By Chloe** will sprout up in the West Village at 185 Bleecker St. The all-vegan menu features the pesto meatball (\$8.95, below), a sandwich made with mushrooms, brown rice and caramelized onion topped with sweet peppers and marinara. The mac and cheese (\$4.95) is crafted with sweet potato sauce and shiitake bacon mushrooms.

Randolph Beer bar has joined the culinary lineup at **Citi Field**. **The Nobita gastropub** will serve up the jerk chicken po'boy sandwich (\$12) — marinated chicken thighs, cilantro garlic aioli, Monterey Jack cheese and caramelized onions. Randolph will be serving at a new concession stand on the outfield concourse, near Shake Shack. The Citi Small Business Call-Ups program nominated four New York eateries to serve food at the stadium. Fans chose their favorite.

No bartender? No problem. **LIQS**, a line of ready-to-drink cocktail shots, comes in a foil-covered plastic glass fit for boozin' on the beach. The shooters are available in vodka-cucumber-lime, vodka-lychee-grapefruit and

tequila-cinnamon-orange. They're 80 to 120 calories and are available in three-packs for \$7.99 at liqsshots.com.

On the horizon...

The concrete jungle is about to get what's being called its first commercially viable rooftop vineyard. **Beetop Reds** — a vineyard, wine-production facility and educational-event space on the top of Building 275 in the Brooklyn Navy Yard — will use rooftop farming techniques to grow grapes for wine.

The rooftop opens to the public this August, serving their Finger Lakes-made wines by the glass (\$8) and bottles (\$22). The first New York City vintage will be ready in October 2016 and available for release by Fall 2017.

July 29, 2015
Circulation: 2,149,012

June 17, 2015
Circulation: 130,000

OFF THE MENU | FLORENCE FABRICANT



HEADLINER
La Pecora Bianca
Mark Barak, above, the owner of this dry new restaurant, wants to affirm a connection with local growers and maintain imports. He has even insisted that the chef Simone Benedi, who worked with Massimo

Botuna in Modena, Italy, use New York and Pennsylvania grains to make his pasta. Turning his back on 11ly and Lavazza coffee, he is having Toby Estate do an Italian roast in Brooklyn. The restaurant gets going in the morning at a long Italian-style coffee bar that becomes a wine bar by late afternoon. The bar commands one side of the room, with tables and an open kitchen opposite it. Aerial spritzes are dispensed on tap, as is a private-label rose from Italy, not New York. Having a family and the new Bazaar bookstore nearby has reinforced Mr. Barak's sense that the neighborhood is acquiring an Italian accent. (Opens Monday), 112 Broadway (26th Street), 212-692-9606, lapecorabianca.com.

OPENING
By Chloe Fast-casual vegan is a far cry from the usual portfolio of E-Squared Hospitality, with its B.L.T. Steak restaurant. But this is a showcase for Chloe Cascardi, a vegan chef. Here, you'll find vegetable burgers, salads and grain dishes. 101 Bowler Street (Gowanus Street), 212-290-8000, bychloefood.com.

Heartland Taproom Heartland Brewery, which has three brewpubs in Manhattan, acquired the former Bardonia Dairy building in Brooklyn and turned it into its main brewing hub in 2002. Now it has opened a taproom amid the tanks and barrels: 529 Waverly Avenue (Fulton Street), Fort Greene, Brooklyn, 718-398-2711, heartlandbrewery.com.

CHEFS ON THE MOVE
Fred Maurer and Christopher Bradley will be the chefs at Dickson's Farmstand Meats, replacing Dave Schlotterberg, who is moving to Charleston, S.C.
Noriyuki Takahashi is the new sushi chef at El East, replacing the chef and partner, Massimo Sironi.

LOOKING AHEAD
La Dame de Pique Plans for the cafe and restaurant at 50 Madison Avenue (33rd Street), to be opened by Anne-Sophie Pic, the Michelin three-star chef, have been canceled; the main location has withdrawn. David Shapiro, Ms. Pic's husband and business partner, said by phone from

France that they still hope to open something in New York. "We've already done a lot of work on this, we have a whole team in place."
Momofuku Uppu A new restaurant from David Chang's company, details of which have not been decided, is being planned at 232 Eighth Avenue (23rd Street). Another Milk Bar will also open nearby.
Moscow 57 Presents Kapowski's In September, the restaurant and eatery Moscow 57 will turn into this new hole-in-the-wall for Russian small plates. Tetya Powe, who was the owner of the bar 2nd Floor on Clinton has teamed up with Ellen Koye and her partners at Moscow 37, which will close on Aug. 1; 164½ Delancey Street (Clinton Street), 212-369-3773.

THE WALL STREET JOURNAL



Above from left, the dining room at CHLOE; the open-face salad and the potato-mashed sandwich served with up-baked french fries. Below, Chloe Cascardi.



Burgers, Meatballs and Barbecue on a Vegan Menu

At the corner of Bowler and Manhattan streets in Gowanus Village, inside a space that looks like a Pottery Barn come to life, chef Chloe Cascardi is serving up an extensive menu of vegan, gluten-free fare.
Ms. Cascardi, who describes herself as "a lifelong vegetarian and vegan" on her website, studied at the Natural Gourmet Institute, a plant-based-focused culinary school in Chelsea. She has written several vegan



cookbooks, including one devoted to Italian classics and another to desserts, but first gained nationwide attention in 2010 by opening an episode of Food Network's "Cookie Wars."
The chef said she saw a need in New York City for casual vegan dining and collaborated with E-Squared Hospitality on a restaurant called by CHLOE.
By CHLOE has both vegan service and a grill-and-que section stocked with prepared dishes such as a cheeseburger with (\$19.95) and one sausage (\$21.95).

Ms. Cascardi said she has found lots of non-vegan options: the menu of cheese (\$19.95/\$21.95), which is made with cashew-potato cheese sauce and topped with onions, sautéed mushrooms, tomatoes, sautéed mushrooms.
"I think for vegans, meat and cheese is like comfort food, everyone goes up with it, and it's harder to find" she said. "It's not a huge fan of cheese substitutes. With this version, everything is made from scratch, everything is made from vegetables or multi-grain bread or soy."
The most popular dish is the quite burger (\$19.95), a patty made

of black beans, quinoa and sweet potato and topped with sweet corn salsa, onion, avocado, cheese and and tomato sauce. "We can't make those fast enough" the chef said.
Other specialties include whatever fits (\$22.95), potato masher (\$21.95) and seasonal avocado toast (\$8.95).
Everything on the menu is either gluten-free or can be made gluten-free for a small additional charge.
Ms. Cascardi, who has many friends who aren't vegans, said she is trying to answer both questions when people ask, "That's, do I want to have a healthy lunch or do I want to have a real lunch?"
"I definitely want to show people it's not a diet food, it's healthy," she said.
—Katherine Garcia

By CHLOE, 101 Bowler St., at the corner of MacDougal Street in Manhattan, open 11 a.m. to 10 p.m. Sunday through Tuesday and 11 a.m. to midnight Wednesday through Saturday (212) 290-8000; not yet rated by the Department of Health.

Fating

(Ice) cream of the crop

The weird, the wild, the wickedly good: Meet New York's coolest new flavors. By Christina Izzo

Toasted-almond gelato from Il Buco Alimentari & Vineria Served at the front counter in the trattoria's market, this no-frills summer treat boasts the warm, familiar nuttiness of a Good Humor bar. 53 Great Jones St. (212-837-2622, ilbucovineria.com), \$2.50.

Kale cookies-and-cream from by CHLOE The leafy veg gives this vegan moon-to-open West Village shop a touch of earthiness to balance sweet swirls of chocolate cookie crumbs. 185 Bleecker St. (212-290-8000, bychloefood.com), \$4.

Red prickly pear from the Black Ant There are no insects in Cesar Moreno's hot-pink sherbet from the bug-loving Mexican canteen, but there's plenty of raspberry-like tang. 60 Second Ave. (212-698-0300, blackantnyc.com), \$2.50.

Jasmine rice from Hakasa Introduced this summer at the Cantonese spot, this smooth chum has a floral flavor as pure and concentrated as its pearly white hue. 311 W 43rd St. (212-776-1818, hakasana.com), Three scoops \$10.

This Brittle Piggy from Ample Hills Creamery What's better than luscious chocolate-peanut butter ice cream? One loaded with choc-covered peanut brittle. Locations throughout the city; visit amplehills.com, \$4.75.

Avocado from Delicias Urbanas The no-dairy, Hass-based scoops at chef Felix Castro's Latin creamery are so simple and subtly sweet they're practically paleo. 86 Fifth Ave, Brooklyn (deliciasurbanasnyc.com), \$2.50.

Rose-petal gelato from Cacao Market This blush-hued number at the sweets apothecary is delicately floral without being overly perfumed. 67 Guernsey St, Brooklyn (718-388-5388, cacaomarketnyc.com), \$3.

Three Little Pigs from Ice & Vice Salty, sweet and smoky combine in this pork lover's pint at the LES scoop shop, folding seasalt caramel ice cream with crumbles of house-made bacon praline. 221 East Broadway (iceandvice.com), \$4.

Black-pepper-strawberry from OddFollows Never one to do anything ordinary, the small-batch parlor zests mild strawberry with savory black pepper. 75 E 4th St. (212-475-1812, oddfollowsnyc.com), \$4.

Spruce from élan Pastry chef Diana Valenzuela will infuse citrusy spruce tips into a vanilla base, curbing the leaves' natural astringency with mellow creaminess. 43 E 20th St. (646-662-7105, elanryc.com), \$5.



vegreview



First she won Cupcake Wars. Then she won the best spot on your cookbook shelf. Now, Chloe Coscarelli has won the heart of New York City with her first restaurant, by CHLOE.
By Jasmin Singer

FROM WILLIAM S. BURROUGHS TO ALLEN Ginsberg, Jackson Pollock to Joan Baez, plenty of changemakers have called the neighborhood surrounding the corner of Bleeker and MacDougal streets in New York City's Greenwich Village their home. These artists have made the area legendary, and now chef Chloe Coscarelli is standing on that very corner, making history of her own.

With her win five years ago on Food Network's *Cupcake Wars* and three best-selling cookbooks, Coscarelli's trajectory toward vegan-legend status continues to ascend thanks to her new restaurant, by CHLOE. Modern and breezy, bright and unpretentious, one step inside and already you feel like you've found your new favorite eatery.

Coscarelli—who is astonishingly driven and equally unflappable—ditched meat as a young child, then dairy and eggs a decade ago. Though she's now more of a full-on brand than a chef (as evidenced by the ball-on brand caps marked with a simple "C" for "Chloe"

for sale), her success can be attributed to her remarkable talent, which is on display at by CHLOE. With fast-food timing, a casual-dining ambience, and a diverse menu, this restaurant pleases everyone from longtime vegans to bacon-loving carnivores.

The corner eatery is a collaboration with ESquared Hospitality—a restaurant group known for its steak houses and B&B restaurants, and certainly not for its plant-based fare. That is, not until Coscarelli googled "best restaurant hospitality services" and sent a blind email introducing her vision for bringing vegan fast food to Manhattan. Luckily, they were interested—and it seems they were onto something big. The collaborative vision for the look of the restaurant was to make the diner feel they were guests in Chloe's kitchen (assuming her kitchen seats 35, plus an additional 10 out front—where you can get in some pretty stellar people-watching).

Spacious yet homey, by CHLOE features splashes of bright, bold color peppering



an otherwise black and white palette. The reclaimed wood tables are just one example of Coscarelli's commitment to the environment, and the two hanging bamboo swing chairs reflect the laissez-faire vibe that the neighborhood is known for. This eco-chic aesthetic creates the ideal backdrop for the folks glued to their computers at the zinc communal table, but everyone else in this bright, welcoming space seems to be having an awful lot of fun. Die-hard Coscarelli fans will be giddy to know that she herself is a regular at the restaurant, frequently seen popping in and out of the kitchen, or working on her laptop

among the diners.

The eclectic menu includes healthy(ish) vegan comfort food ranging from gooey mac 'n' cheese, burgers, and air-baked fries to a staggering array of freshly made desserts and smart cocktails. Vegetables are the touchstone here—you won't find much faux meat—and Coscarelli's soft spot for kale ("I put it in everything—salad, ice cream, cocktails") adds a wholesome glow to even the most hedonistic offerings. All the nut-based cheeses are homemade, boasting rich, savory depth—another reminder that vegans have indeed conquered cheese.

The media hubbub has no doubt been great for business, while the stylish character of the space certainly has drawn customers in the door, but the real reason by CHLOE has already been spotted with lines onto the sidewalk is, of course, the food. The varied and mouthwatering menu is designed to appeal to young professionals in need of a hearty but speedy quinoa taco, New York University students hoping to inhale a pesto meatball sub before class, and models searching for a yummy cold-pressed juice.

Despite the ample savory selections, head straight for the Raspberry Tiramisu Cupcake, and go backwords from there. Save plenty of room for the entrees because—similar to the woman sitting at the table next to me who was calling herself a "regular" by day three of the restaurant's opening—you, too, will want it all.

If you've arrived with a hefty appetite, follow your cupcake with Coscarelli's favorite: the Avocado Pesto Pasta. The avocados give the sauce an ultra-smooth, velvety texture, and the dish is imbued with intense fresh basil—the perfect complement to the delicate pine nuts and robust garlic. Or, try one of the two wildly different veggie burgers you may end up returning for a late-night snack just so you can try both). The Classic Burger has a tempeh-lentil-chia-walnut patty, while the magic of The Goose Burger is a black bean-quinoa-sweet-potato blend.

And for those in too much of a rush to order at the counter, there's a quicker grab-'n-go fridge with meals such as raw lasagna with a zesty pine-nut ricotta, matcha leek noodles in a rich cashew cream sauce, sesame-ginger soba noodles, and raw vanilla bean chia pudding.

Something else that separates by CHLOE from some of the city's other quick and casual vegan eateries is its liquor license, which makes room for boozy beverages such as

The food at by CHLOE tastes as good as it looks.



the juice-based cocktails in the "Beatnick Collection." If you opt for the Kale-Matcha Mojito, completely ignore the fact that it contains rum and focus on the sprig of greens that decorate it, a tell-tale sign that it's good for you (right?). If you're in the spirit for spirits, try the Howlin' Whiskey Mule. Or, if you're feeling more traditional, grab a beer or a glass of wine.

Besides savoring the Raspberry Tiramisu Cupcake's sweet and gooey surprise filling, I devoured Coscarelli's version of a Hostess cupcake, appropriately called Chloestess Cupcakes (gluten-free, as are several other menu items—but certainly not gluten-free). Beyond the cupcakes is the luscious cinnamon-espresso chocolate-chip cookie bursting with strong dark java, and the Kale Cookies + Cream ice cream made with almond and coconut milks, dark chocolate wafers and, yes, kale (contributing color, not flavor).

With one final scrape of my ice cream cup, I sat back and gazed in awe at the steady stream of in-and-out foot traffic, wondering if veganism is starting to reach the mainstream. Coscarelli came over to say goodbye, and I asked her, "If you've accomplished all of this in your 20s, what on earth will your 30s bring?"

She gave a big laugh, smiled, then humbly shrugged. But here's a suggestion: bring by CHLOE locations to street corners all over the country, and maybe the world. Please? **W**

Jasmin Singer is the co-host of the award-winning *Our Hen House* podcast (ourhenhouse.org) and author of the forthcoming memoir, *Always Too Much and Never Enough*.

GotKale?

Kale is a favorite ingredient of Coscarelli, and by CHLOE indeed has it—evidenced by menu items featuring the uber-trendy cruciferous green.

→ Kale Caesar: You had us at "shirataki bacon," though the maple-wheat croutons and almond parm certainly hold their own.

→ Kale Artichoke Dip: Why didn't we ever think of this combination before?

→ Whiskey BBQ Sandwich: Don't worry—even with whiskey, sautéed kale still can't make you tipsy.

→ Peanutty Kale: But let's be honest—what wouldn't be better with peanuts?

→ Kale Cookies & Cream: If you haven't had this housemade ice cream, trust us when we say you should.

→ Kale-Matcha Mojito: Slow down, pardner! There's rum in that kale.

From juices to cocktails, kale takes center stage at by CHLOE.



BLACKBOOK

July 28, 2015
Impressions: 104,800

By Chloe, the West Village Lunch Spot With a Vegan Burger That Carnivores Will Love



Photo: by Chloe

As far as what's cool in food right now, plant-based eating is pretty much the zeitgeist (when not eclipsed by the next big [fried chicken sandwich](#)). Everyone from [Beyoncé](#) to Mark Bittman has preached the benefits of eating a mostly vegan, heavily kale-infused diet. One of the main takeaways of veganism-of-the-now is that it doesn't have to be all or nothing. For every steadfast vegan out there, there's a healthful eater who would do anything for a cheeseburger but has a sensibility for seitan. Just as often as carnivores are embracing plant-based meals, traditional chefs are creating their own meat-less imitations of American classics. Take Van Leewuen, the [artisan ice cream](#) makers who got their start scooping their signature milk and cream specialties from their yellow trucks and now serve a vegan ice cream in their seven stores that has the [New York Times](#) drooling.

Then of course, there are chefs who've always been dedicated to the vegan cause. With the demand for healthy food on the rise, such chefs have more of an opportunity than ever to bring their inventive dishes to the masses. The latest to do so is Chloe Coscarelli, a vegan chef who made a name for herself as the winner of Food Network's "Cupcake Wars," back when cupcakes were the coolest thing since sliced bread. Along with Samantha Wasser of ESquared Hospitality, the 27-year old, who counts cookbook author and social media star on her resume, started [by Chloe](#), a hip fast-casual vegan restaurant on the corner of [Bleecker and MacDougal in the West Village](#), open today.

Located on the outskirts of NYU's campus, by Chloe has a casual vibe targeted at the young, downtown eater. Think of it as Westville-meets-Organic Avenue-meets-Shake Shack, with a little bit of Van Leeuwen mixed in. The menu has a solid salad selection (including a kale caesar), and hearty main dishes that replace meat with plant, nut and wheat combos, like a vegan burger made with a tempeh, lentil, chia seed and walnut patty or a portabello mushroom-based whiskey BBQ. Non-dairy wise, there's a heartwarming mac n' cheese and truly mouthwatering ice cream sandwiches in flavors like roasted banana bourbon and coffee chip. We can only hope that she introduces vegan fried chicken down the line.



TRAVEL+LEISURE

July 31, 2015
Impressions: 1,160,278

Chloe Coscarelli Opens Casual Vegan Eatery in New York City's West Village



Chef Chloe Coscarelli (you may remember her from the Food Network's "Cupcake Wars") has opened a casual café and restaurant in New York City's West Village, featuring a menu of 100% plant-based options. The longtime vegan chef partnered with ESquared Hospitality, of BLT restaurants, Casa Nonna, and more, for this quick-service restaurant that has a menu (*entrees \$5-\$11*) of takeaway options, as well as dine-in ones for the 45 indoor and sidewalk seats on site.

"One of the main goals for ['by CHLOE.'](#) was to make eating healthy and vegan easily accessible to New Yorkers," Coscarelli said, noting that visitors have the option to come at any time of day—it's open late—stop by for something quick, or stay to dine.

In the Grab & Go section there's a raw lasagna with zucchini noodles, tomato marinara and cashew-basil pesto; the matcha kelp noodles are served with cashew cream sauce and almond parm; and several salads get creative with kale and quinoa. There's Stumpton coffee and Bellocq teas, and a line of cold-pressed juices, shooters and flights.



For dining, protein hounds will want to try the chef's tempeh-lentil-chia-walnut burger, it's bean-based counterpart topped in guacamole (*pictured*) and pesto meatballs, and if you're craving carbs, she makes a mac n' cheese with sweet potato-cheese sauce and shitake bacon. Cocktails making use of the juice bar feature organic liquors (the Howlin' Whiskey Mule, mixes organic whiskey, the house Howl Juice, candied ginger, and lime).

Brunch and breakfast are coming soon, but sweets—for which Coscarelli may be most famous—are ready to go. Longtime fans may go straight for the cupcakes, but we say try her cookies, which are abundant in size and flavor.

The Line Is Already Out the Door at This New Vegan Eatery



Quinoa Taco Salad, Pesto Meatball, Air Baked French Fries (Photo: by CHLOE).

If my recent ode to New York's best burger did not make it clear, I love meat in all of its forms. Before dining at by CHLOE, my personal punctum of a vegan meal was the "veggie option" I often sniff out next to me while attending the city's top benefits for the Observer. Last Fall Fashion Week, veggie options were everywhere. While I dined on a beautiful steak I would never be able to afford, a fellow attendee chomped on a mass of tepid cucumber. "How is that?" I asked pointedly. "Fine," my seat mate said. The upstanding morals of vegan folk are always admirable. They would rather suffer through a million grey veggie plates than dine on a murderous filet.



by CHLOE is different. The food is not just "fine." The food is awesome, and everything served just happens to be entirely vegan without feeling like a lesser option. Ironically, the newly opened eatery is located diagonally across Bleeker Street from hamburger heaven J.G. Melon's new downtown location. I have affectionately coined the intersection "A Tale of Two Burgers," as the eateries opened at nearly exactly the same time, in nearly the exact same place, but stand miles away from each other on a spectrum of gastronomical values. Though it is clear that neither hotspot cares about our waistlines.

Rather than continue the implicit tie between veganism and healthy eating, founder Chloe Coscarelli and partner Samantha Wasser throw caution to the wind. The two are happy to cover their signature items like the "guac burger" in their homemade chipotle aioli, or their pesto meatballs with an over-the-top marinara and cheeses combination of "almond parm" and "cashew mozz." It's all paired with a side of fries to boot. The girls are not afraid of booze either. A crowd favorite, perhaps for its topical kitsch, is the kale-matcha mojito. The organic rum-based drink is, of course, garnished with a big sprig of the green leafy stuff for ten dollars.



An Entirely Plant-Based Vegan Fast-Casual Restaurant Has Opened in New York City



Just because you're vegan doesn't mean your lunch options should be limited.

Chef [Chloe Coscarelli](#), a former contestant on [Cupcake Wars](#) and the first vegan chef to win a reality TV cooking competition, is bringing her vegan culinary chops to the West Village. Coscarelli opened [By Chloe](#) this week, bringing fast-casual, entirely plant-based fare to the West Village at 185 Bleeker Street. The menu at By Chloe features vegan seasonal salads and soups, house-made burgers and sandwiches, fresh pastas, cold-pressed juices, ice cream, and pastries.

"One of the main goals for By Chloe was to make eating healthy and vegan easily accessible to New Yorkers," said Coscarelli. "Whether they are coming in for a quick, filling lunch post-workout, grabbing a scoop of cream before class, or sitting down after work to enjoy a full dinner with juice-driven cocktails, I want our diners to feel at home at By Chloe."

Some of the vegan menu items that even carnivores can enjoy include spicy Thai salad with apricot-sriracha-glazed tempeh, quinoa, edamame, scallion, crispy wontons, and peanut dressing; kale artichoke dip; creamy mac and cheese with sweet potato-cheese sauce and shiitake bacon; and the pesto meatball sandwich made with Italian meatballs, marinara, sweet peppers, basil pesto, cashew mozzarella, and almond Parmigiano-Reggiano.

[Stumptown Coffee](#) will provide coffee, tea, cold-pressed juices, and cocktails in the space.

The New York Times

Food The New York Times



Vegans Go Glam

Thanks a veggie salad to replace the squire,
Dainty appetizers of all with something new

By [unreadable]

When it comes to veganism, the New York Times has a special place. It's not just a food section, it's a lifestyle section. And it's all about the veggie salad. The veggie salad is the new squire. It's the new appetizer. It's the new everything. And it's all about the veggie salad.



and the butcher's daughter. There is a steady line out the door during lunchtime at By Chloe, where the chef Chloe Concarelli, at 27 already the author of several cookbooks, stresses that her veggie burgers and quinoa taco salads will not leave diners hungrily chomping on their own knuckles. "I want to be normal," she said, and By Chloe's alluring and clever presence on Instagram suggests that it has an intention of eating in the margins.

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Top from left, Strappin Plant, Moxie Roll, Julie Plant, Nick Roll, Jags Roll (on shoulders), Tyler Plant and a neighbor, Harrison Medina, Clarksville. From middle left, a zucchini salad (recipe) from the couple's cookbook; raw beet ravioli with egg and truffle cashew cheese; vegan Mexican burrito; the seafood tower at Crossroads in Los Angeles; and the chef Chloe Concarelli, at her New York restaurant, By Chloe.

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"We didn't want it to scream vegan; we wanted it to scream food and fun and delicious," Ms. Concarelli said. "Why do we have to make it a downer to be in here?"

October 12, 2015
Circulation: 3,527,541

The New Potato

September 28, 2015
Impressions: 67,465

Top 20 NYC Healthy Lunches

It's Even Better Than Chop't



by CHLOE, Order: Quinoa Taco Salad

Oh me, oh my, it's Monday. And while you may not be physically hung over, you have that emotionally-charged guilt-riddled hangover where all the foods and drinks you consumed are running through your head like credits after a feature film. Number 1: Know we are all in the same boat. A.K.A. it's not just you that rediscovered your love of Buffalo wings at Sunday Football (which you swore you weren't going to) Number 2: Know that after a week of conscious eating, you will feel like your old self again by Friday, or by Thursday when you may be deciding to go out again.

Healthy weekday lunches can be a tough thing to find, depending on both your attitude and the area of the city you're in. Attitude wise, some of us can fall into the trap of associating weekday lunches as some sort of punishment; like we only deserve food as fuel at work and not as something we can sit back and enjoy (even if just for 15 minutes). Some of us also have the bad luck of working in midtown, which can sometimes seem a far-off universe where quality food is ostracized and chains are on the upswing. Whatever the case may be for you, we've carefully hand selected 20 spots around the city that have quality healthy lunches, and we've included the item we order at each.



October 14, 2015
Impressions: 1,046,700



We all — modern vegans and omnivores alike — want our junk food, but now we want it well made, satisfying, and not a precursor to Type 2 diabetes. This year, Los Angeles transplant Chloe Coscarelli made those dreams come true in her new fast-casual West Village outpost, **By Chloe**. She offers hearty burgers and sandwiches; crisp, lively salads; a killer kale-artichoke dip; and the Platonic ideal of a chocolate-chip-pecan cookie. Even better, nothing costs more than \$11. Enjoy a cocktail with cold-pressed juice in the bright, airy space in the West Village. Bring friends and over-order; it's all plant-based, well-balanced, and doesn't take itself too seriously. **185 Bleecker Street, Manhattan 10012, 212-290-8000, bychloefchloe.com**
Readers' Choice: Angelica Kitchen

greatideas

PERFECT PUMPKIN RECIPES!



CHLOE COSCARELLI

Pumpkin Risotto

THE VEGAN CHEF OF NEW YORK CITY RESTAURANT BY CHLOE SHARES A FLAVORFUL FALL DISH

- 5 cups vegetable broth
- 3 tbsp. olive oil
- 1 small yellow onion, finely chopped
- 1 clove garlic, minced
- 1 cup arborio rice
- 1 cup canned pure pumpkin puree
- 1 tsp. sea salt
- 1/4 tsp. nutmeg
- Freshly ground black pepper
- 1/2 tbsp. chopped fresh sage

1. In a medium saucepan over medium-low heat, bring the broth to a gentle boil and let simmer while preparing the recipe.
2. Heat a large nonstick skillet over medium-high heat and add oil. Reduce the heat to medium, and sauté onions until soft, about 3 to 4 minutes. Add garlic, and let cook for 1 minute, until fragrant. Stir in rice and 1 cup of hot broth, and reduce heat so the mixture simmers. Stir often, cooking until most of the liquid has been absorbed. Repeat with another cup of broth, and continue stirring, adding broth 1/2 cup at a time, until the rice is tender, about 20 minutes.
3. Stir in pumpkin, salt and nutmeg. Season with pepper, stir until mixture is hot. Top with sage and serve.

Serves: 4
Prep time: 10 minutes
Cook time: 30 minutes

Expert Tip!
Want to try an herb other than sage? "Replace it with fresh thyme, basil or tarragon," says Coscarelli.

USE IT UP!

SMART THINGS TO DO WITH LEFTOVER CANNED PUMPKIN PUREE



Stir it into homemade tomato sauce, to taste. "It offers a nice texture," says Coscarelli.



Mix a spoonful into your morning oatmeal.



Add a dollop to your yogurt and granola.

SOCIAL MEDIA

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by CHLOE.

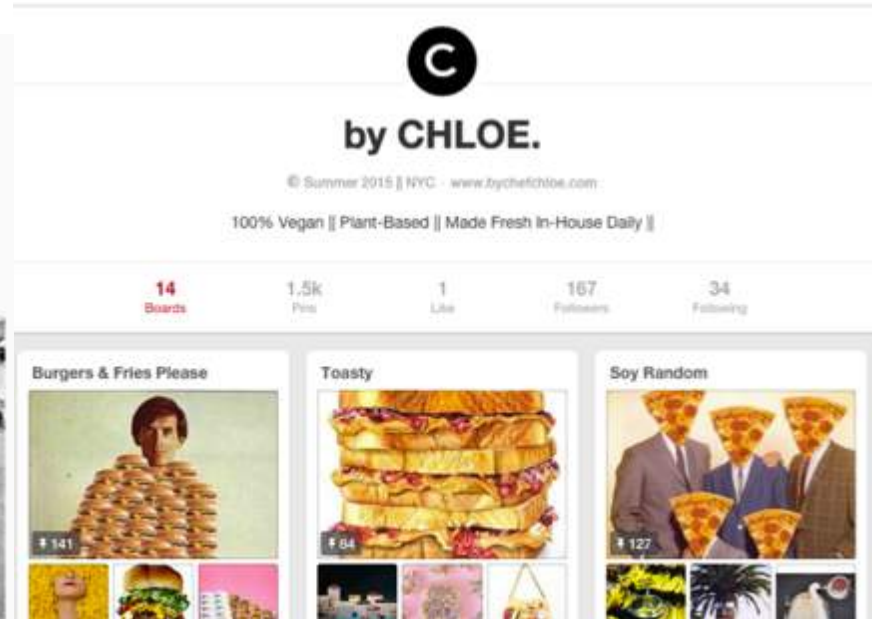
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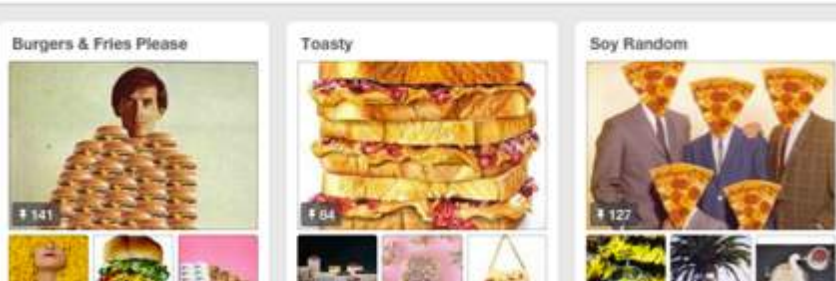




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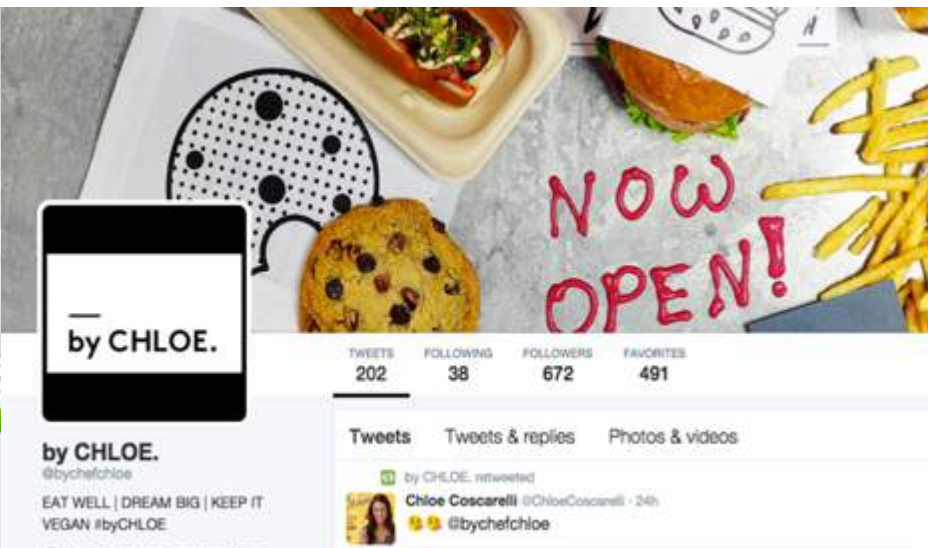
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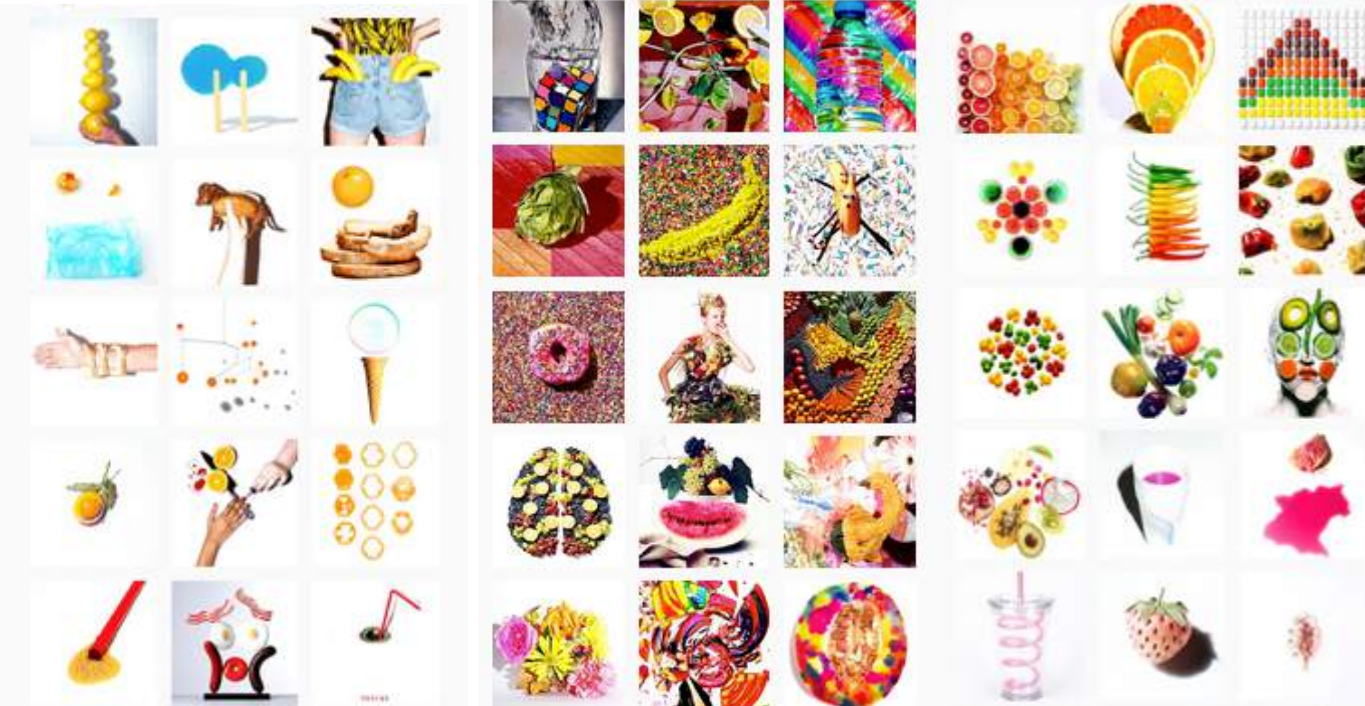
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by CHLOE.
Published by Chloe Coscarelli · 191 · August 14 at 8:58pm · 🌱

By Chloe., the vegan cafe taking Manhattan by storm
(Similar Shirt: Marc By Marc Jacobs, Similar Skirt: InterMIX, Shoes: Vans) My friend and celebrity chef, Chloe Coscarelli, just opened up her very first restaurant, in the West Village. By C...
THELITTLEMEGAN.COM

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13 Comments	8 On Post	5 On Shares
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The Infatuation
September 9 at 2:42pm · 🌐

We're snapping some of the restaurants on our fall hit list today. Follow along and add us on snapchat @InfatuationTV.



The Fall 2015 New York Hit List – The Infatuation

The best new restaurants to try in New York this fall.

THEINFATUATION.COM

by CHLOE. retweeted



Stacy London @stacylondon · Aug 27

THIS GIRL. RT @Taste_the_Style: "#CupcakeWars was an amazing opp for my career" @bychefchloe buff.ly/1fGgB7A



5 30

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Chloe Coscarelli retweeted
Well + Good @WellandGoodNYC · Aug 25
Recipe: Heirloom Tomato Toast by @ChloeCoscarelli: bit.ly/1ETZk1



24

Chloe Coscarelli retweeted
Vegan Tweeter @VeganTweeter · Aug 24
I'm here at @bychefchloe again! This place is quickly becoming one of my favorite #vegan spots in NYC...

by CHLOE. and Chloe Coscarelli



5 27

KA Magazine @KA_MAGAZINE · Aug 11
Because it's a desert out there. Fantastic new vegan restaurant in the West Village NYC - #bychefchloe. - 185... fb.me/6J6bZQ0vG

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VegNews Magazine @vegnews Follow

Opening this summer in #NYC #byCHLOE restaurant of Chef @ChloeCoscarelli #vegan #CrueltyFree @CupcakeWarsTV @VegNews



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POPSUGAR Food @POPSUGARFood Follow

We're partial to @ChloeCoscarelli's #vegan pink tomato sauce. It's the ultimate #noms. popsu.gr/36939393



19 65

Wall Street Journal @WSJ · Aug 16
A vegan menu with burgers, meatballs and BBQ at CHLOE in #NYC's Greenwich Village on.wsj.com/1JbY9j8

83 161

View summary

Yahoo Food @YahooFood

@bychefchloe @juliabainbridge People are dying for the recipe!

ACCOLADES

—
by CHLOE.

ACCOLADES

“This vegan fast-casual spot on Macdougall is changing the game...and honestly, there’s probably going to be one of these in every mall in American by the end of the decade.”

New York City’s 15 Best New Restaurants of 2015, The Infatuation, 2015

“by CHLOE may just be turning into NYC’s biggest restaurant hit of 2015”

Well + Good, December 2015

“A by CHLOE. empire is inevitable”

Gothamist, December 2015

“By CHLOE. brings comfort food classics to NYC”

Village Voice, September 2015

★ ★ ★ ★

“This is most certainly the best vegan restaurant in town/maybe the world”

The Infatuation, September 2015

New York City’s 15 Best New Restaurants of 2015, #8

The Infatuation, December 2015

2015 Best New Restaurants, NYC

AM New York, December 2015

New York’s Ten Best Veggie Burgers, Guac & Classic Burger

Village Voice, November 2015

#1 Veggie Burger, Veggie Burger Smackdown

Zagat, September 2015

#1 Best Vegan Restaurant in New York

YELP, September 2015

“by CHLOE.’s best-selling Guac Burger is the vegan answer to Shake Shack.”

Forbes, October 2015

“Time will tell if by CHLOE. can go the way of Chipotle or Shake Shack, but Coscarelli has certainly struck a cord with her own generation.”

by CHLOE. is 2015’s Most Surprising Restaurant Success Story Grub Street, December 2015

“With fast-food timing, a casual-dining ambiance, and a diverse menu, this restaurant pleases everyone from longtime vegans to bacon-loving carnivores”

Veg News, December 2015

“The line is already out the door at this new vegan eatery”

The New York Observer, August 2015

RANKINGS

The 20 Most Interesting Places of the Year, #9

Restaurant Power Rankings, Grub Street, December 2015

Best New Restaurant (Counter Service)

The Best New Bites of 2015, Gothamist, December 2015

#1 Vegetarian and Vegan Restaurant to Try,

The 15 Best Vegetarian & Vegan Restaurants in New York City

Foursquare, August 2015

Best Veggie Burgers in NYC

Time Out New York, August 2015