



BROOKLYN BASED

Meet Your Makers: Move over bacon, vegetables have arrived

Brooklyn, as well all know by now, is home to an incredibly dynamic food community of adventurous chefs and makers. While the local food scene became known early on for its bacon-infused excess, a new crop of vegetable-driven restaurants and food businesses have bloomed in response to a demand for bright, lively flavors and lighter fare in recent years. We chatted with a few vegetable-obsessed makers whose products are delicious, nutritious and available in Brooklyn, for your snacking pleasure.

Pure Genius Provisions

If your sweet tooth tends to undermine your healthy eating habits, Nancy Kalish can relate. She founded Pure Genius Provisions after developing a chickpea-based recipe for brownies and chocolate chunk blondies, which both succeed in scratching that dessert itch without spiking your blood sugar.

Name: Nancy Kalish, founder and CEO, Pure Genius Provisions

What's your favorite item that you make? Well, for me, the chocolatier the better. So I have to pick the first product I ever created, our Deep Chocolate Brownie. It doesn't get more fudgy than that! You'd never know it was vegan and gluten-free.



It took me more than a year—and hundreds of dirty pans—to come up with our brownie but it was worth it. Now I can eat dessert for breakfast if I want. And I often want to!

Where's your kitchen? I do all my R&D in my home kitchen in Carroll Gardens where I have a multitude of mixers, dozens of baking pans, 50lb bags of chocolate chips, gallons of maple syrup and boxes of products in development. There's barely any room for anything else. My husband is a saint! Our products are then produced in an gluten-free, allergen-free bakery.



Chocolate chunk blondies go in the oven in Nancy Kalish's Carroll Gardens apartment and test kitchen.

How did you get here? I'm a former health journalist. So I've always known what to eat to be healthy. But I have a raging sweet tooth! I could never find a treat that really satisfied me and that I wouldn't feel terrible about eating. So I got busy in the kitchen. It took me more than a year—and hundreds of dirty pans—to come up with our brownie but it was worth it. Now I can eat dessert for breakfast if I want. And I often want to!

Will you tell us something surprising that we probably don't know about your sweets? Our brownies and blondies are made from more than 40% chickpeas (we're talking the whole beans, not flour).

