

# Forbes

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## Has New York's Brussels Sprouts Doughnut Gone Too Far?

New Yorkers know a gimmick when they see one. Or at least, they used to.

The line for DO, the city's first-ever raw cookie dough shop (yes, that's a real thing), is the longest wait in town; \$12 "burritos" made with crushed Pop-Tarts were pawned off to Times Square tourists and commuters alike last week in a Kellogg's advertisement paid for by consumers; and now, crisp vegetable topped doughnuts are about to be hawked to New Yorkers completely immune to the sticker shock of paying upwards of \$5 for a single doughnut.

The Doughnut Project, a chic West Village bakery known for such Instagram-ready creations like the Everything Bagel Doughnut and the Bacon Maple Bar, is collaborating with trendy SoHo restaurant Hundred Acres as a grand finale to the bakery's restaurant series. Earlier collaborators in the five doughnut series included Bar Primi with a tempting ricotta and truffle honey doughnut, **Quality Eats with a chunky jalapeño apple jelly stuffed doughnut** and Gramercy Tavern with a perplexing caper-topped Kabocha creation.



Quality Eats Doughnut (Courtesy of The Doughnut Project)

The Hundred Acres Restaurant Series Doughnut, inspired by Hundred Acres chef Ayesha Nurdjaja's brussels sprouts dish, will be a doughnut filled with homemade fig jam, topped with almond and sumac glaze, fired roasted almonds, fried brussels sprouts and feta cheese. Yes, fried brussels sprouts will adorn this specialty sweet, which will be sold for \$5.25.

Hundred Acres, renowned in the neighborhood for its brunch, serves up a beloved trinity of ricotta fritters, cinnamon rolls and olive oil cake in addition to several other tantalizing sweet dishes (chocolate babka! brioche French toast!) so one may wonder why of all the restaurant's dishes, brussels sprouts were the lucky ingredient to be plucked out of the seasonal restaurant and plopped on top of an otherwise appealing doughnut. Hundred Acres' menu changed based on market availability, but it's probably worth noting that brussels sprouts can't even currently be found on the restaurant's brunch, lunch or dinner menus.

Formerly reviled brussels sprouts have enjoyed a recent comeback, no longer pushed to the side of dinner plates but scorched and roasted and fried and tossed with all types of bacon and lardons and fancy seeds, oftentimes priced in the double-digits just for a side dish of the must-have mini cabbage. And while chefs may have mastered the presentation and captured the delicious potential brussels sprouts have to offer, brussels sprouts are vegetables, to be eaten for health. If brussels sprouts were as bad for you as bacon, or say, a doughnut, would New Yorkers be ordering the greens by the small-plateful? No, they would not. The idea of topping a doughnut with a few slivers of brussels sprout, which can barely contain any legitimate nutrients but indeed dresses up the decadent doughnut as some type of posh health food is so egregious. And yet it will probably sell out.

In a world where New Yorkers and their counterparts are eating with their iPhones first, hashtags second and maybe actually tasting whatever potentially abominable creation they purchased to show off to their feed of followers, do brussels sprouts doughnuts have a chance? At least sushi doughnuts have stayed on the West Coast. For now.

The doughnut will be sold for \$5.25 at The Doughnut Project at 10 Morton Street from Friday, March 3rd-Sunday March 5th and at Hundred Acres Restaurant during brunch on Saturday, March 4th and Sunday, March 5th.

