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happy green-day

KIDDING AROUND
SEINFELD (BELOW) PRESIDES
OVER A CHILDREN'S PARTY
AT HER LONG ISLAND HOME
IN JUNE. HERA DRESS.



William Norwich
grazes on nutritious nursery
food at a garden party
thrown by Jessica Seinfeld
with recipes from her new
cookbook for parents.

in the cozy cottage kitchen of her fairytale beach house, **Jessica Seinfeld**, in a Peter Som sundress and a striped Bitten T-shirt, is concocting mother's magic. She hides cauliflower in chicken nuggets, folds butternut squash into

macaroni and cheese, and sneaks spinach into individual-size pita pizzas for a children's pea-picking party in her enchanted garden—organic, of course—on the East End of Long Island this afternoon.

"The last time I said, 'Eat your vegetables' was just under two years ago," Seinfeld recalls as she lightly sprinkles confectioners' sugar on doughnuts she has made with pumpkin and sweet potato. "One day I just stopped. I could not argue with my kids anymore at mealtime. Everyone knows that children mimic their parents. I realized that if I whined at them about their vegetables, they'd whine back about that—and everything else. Meals are a time when we should be enjoying one another."

Seinfeld is known for activities designed to benefit children: She founded the nonprofit organization Baby Buggy in 2001, after her daughter, **Sascha**, was born and she wanted to recycle her outgrown, gently used children's gear to families who could not afford even the basic child necessities. Now, she says, "since I like to think that every problem in life has a solution, I decided



BEACHY KEEN
JERRY, JESSICA,
SASCHA, AND JULIAN,
PHOTOGRAPHED BY
ANNIE LEIBOVITZ
FOR VOGUE,
NOVEMBER 2004.

I would find a way to take 'Eat your vegetables' out of the family meal forever!"

The result is *Deceptively Delicious: Simple Secrets to Get Your Kids Eating Good Food*, an accessible, parent-friendly cookbook and how-to guide with nearly 100 recipes, published this

month by HarperCollins. (Updates, new recipes, and advice will appear regularly on Jessica's Web site.) Careful to make sure their flavor did not overpower the taste of any dish, Jessica started her kitchen adventure by cautiously hiding vegetable purees (made in advance and kept in the freezer for ready use when cooking) in her children's food—in addition to Sascha, she has **Julian**, four, and **Shepherd**, two. The experiment continued with consultations with **Roxana Mehran, M.D.**, and **Mehmet Oz, M.D.**, who have written the foreword to *Deceptively Delicious*, and input from parenting experts **Jean Mandelbaum, Ph.D.**, and **Pat Shimm**; all the recipes conform to nutritionist **Joy Bauer's** exacting standards. Jessica then distilled her research into practical recipes with the help of chef **Jennifer Iserloh** and figured out exactly which simple kitchen supplies and organizational system you needed to prepare low-fat, healthy things, like spaghetti and meatballs (with butternut squash) or chocolate-chip cookies (with chickpeas), in less than 30 minutes—meaning, also, less than 30 minutes for people with

TALKING FASHION

NORWICH NOTES

limited cooking skills. (Which is why, even in its unpublished galley form, *Deceptively Delicious* became the summer entertaining bible for many of Jessica and **Jerry Seinfeld's** hitherto culinarily challenged grown-up friends, bachelors and otherwise, including Bravo television's popular blogger-cum-vice president of production and programming **Andy Cohen**.)

"Every kid who eats at my house eats my food," Jessica says, setting the table in the garden. "I have never had one kid say, 'Eew, there is spinach in here.'" She laughs and adds, "In fact, I suspect that my own children now think that all brownies should be made with spinach and carrots, just because they see me doing it that way."

Jessica's thoughts about children's parties are also very user-friendly, if not shared by all parents of her acquaintance. "It's About the Celebration, Not the Sugar" is the title of the section in *Deceptively Delicious* dealing with birthday parties. (Seinfeld birthday cakes are fortified with vegetables, like the yellow cake made with pureed pumpkin that she is serving today.)

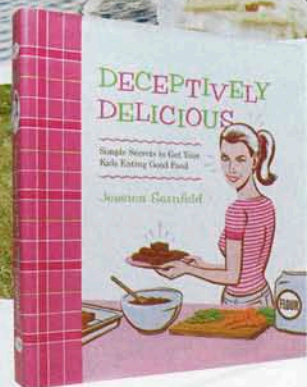
With their gilded, Barnum & Bailey flourishes and high price tags that appeal to today's competitive, upper-financial-echelon parents, big parties are not only wasteful, they are too much pressure, Jessica says. "I don't see that children really enjoy them. I prefer just bringing together a few of my children's friends for a healthy activity. Today it's pea picking. They can play, and they can get messy."

Since there is always more children's laundry to do than less, she does not set the table with paper products, out of concern for the environment. Instead, as she does daily at mealtime, she lets her children and their guests pick the color

VEGGIE DELIGHT
CLOCKWISE FROM
NEAR RIGHT:
JULIAN SEINFELD
GOES GARDENING;
LAYER CAKE MADE
WITH PUMPKIN
PUREE; SEINFELD'S
KID-FRIENDLY
COOKBOOK.



"I suspect my children now think that all brownies should be made with spinach and carrots," says Seinfeld



of the cloth napkins they like, and plates are recyclable and easy-to-

clean tin or acrylic. Flatware is stainless, not plastic.

Through an alley of lavender, the children arrive. The meal is on the table, family-style. Mothers watch from the sidelines. Except for "More, please," nobody talks about the food: no arguments, no whining. Most astounded is the interior decorator **Kelly Behun Sugarman**, who looks on amazed as her own two young sons eat their spinach and cauliflower disguised in pizzas and chicken nuggets and, having had their deceptively delicious fill, take just a modest amount of cake for dessert.

Her boys are particularly challenging eaters, Kelly says. She covers the ears of her younger son and whispers to Jessica, "Where is the book?" □

OVER THE HEDGE



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