

# New York PULSE

THE POST'S GUIDE TO LIVING AND ENTERTAINMENT

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Susan Redstone, who admits she has a sweet tooth, samples a Zone bar.



N.Y. Post: Michael Norda

## Hold the sushi. I'll have a Zone bar

**R**EPORTER Susan Redstone, a confessed sugar addict, tested the Zone Perfect Fresh Food Delivery not to lose weight (she weighed only 108 pounds), but to curb her cravings for sweets. Here's what she found:

**Day 1:** My super says "no" to a cooler bag being left outside my door, so the doorman keeps it. Breakfast muffin is a bit dry; roast beef salad lunch is better. Unsatisfied after chicken chili dinner — have to wait two hours to eat sweet "snack" of blueberry cheesecake. I requested no seafood, but got a fish snack.

**Verdict:** Thought about sweets 3,000 times today. Feel sort of headachy. Maybe it's reduced caffeine?

**Day 2:** Follow Zone during day, but plan dinner out. Breakfast omelette and eggplant parmigiana both good. My date tonight calls from airport. Dinner will be very late as flight home to New York delayed. I'm starving at 8:30 p.m., so I pick at chicken and chickpea entree. At 11 p.m., I have dinner at L'Express after three meals, two snacks.

Waiter sets bread basket in front of me. My date cracks up. I move it quickly. Zone says if you must have alcohol (I'm afraid that's a yes), cut the carbs. So it's salad, Le burger and Zinfandel.

**Verdict:** It's virtually impossible to eat right when your schedule keeps changing.

**Day 3:** Best food so far. Breakfast egg crepe with squash and fresh fruit. Yum. Strawberry yogurt is best-flavor Zone bar. Lunch of chicken salad, mandarin oranges, asparagus, balsamic vinaigrette is really great. Chocolate-covered Zone bar hits the "sweet" spot.

**Verdict:** Am not hungry. Did energetic gym workout and — could it be? — my stomach looks flatter.

**Day 4:** Oops, no food. Previous coolers were labeled V.I.P. — I told the Zone Perfect people I'm a reporter — so I'm floored. Call, but no one gets back to me. Eat a high-cal, small portion brunch of quiche, muffin and lox. Ray's pizza slice for dinner. No bedtime snack. (Nothing in the fridge!)

**Verdict:** No sweet cravings. No oversize portions, but high-cal food.

**Day 5:** Really happy to see cooler. Egg white and oatmeal are in microwave now. No thinking about what to eat.

**Verdict:** This is so convenient. Don't have to shop, order food, tip the delivery or wash dishes. By the way, I did lose weight: three pounds.



Marion Curtis/DMI



Talk show host Ricki Lake (near left) has lost 23 pounds since July. Designer Betsey Johnson (far left, with daughter Lulu) called the cops last summer to report a prowler — which turned out to be a Zone delivery for Lulu.

## Delivery Zone

### Chic meals on wheels bring a diet to your door

By SUSAN REDSTONE

**Y**OU can't get the trendiest food in town at Orsay, the Hudson Cafeteria or even Dean & DeLuca. It comes in a black cooler, costs \$39.95 a day and shows up on doorsteps around town early each morning.

A new home delivery version of the Zone diet has some of New York's most fashion-conscious folk toting little energy bars and microwave meal packs in their Prada bowling bags.

While others are sipping cosmopolitans at Eugene's, Kathleen Watts, a 30-year-old marketing executive, noshes on special energy bars. "I've eaten a Zone bar in the dressing room at Bendel's," boasts Watts, a one-month user.

Cindy Crawford, Kristen Davis, Madonna and Ricki Lake have all tried the home-delivered diet meals, which come from Zone Perfect, a Nesconset, N.Y., company.

When a hair stylist who works on "As the World Turns" got hooked on Zone delivery, he convinced 15 cast and crew members to sign up.

Employees of Cosmopolitan, Marie Claire, GQ, Allure, Prada and Tiffany's get Zone deliveries at home. So do five of Calvin Klein's staffers.

Last summer, Betsey Johnson made the gossip columns when she

called the cops at 2 a.m. to investigate a suspected prowler at her East Hampton estate. Turns out it was a Zone meal for daughter Lulu.

The food plan is based on the regimen touted in the best-selling book by Barry Sears, "Enter the Zone," which advocates a diet of protein, fat and carbs in a ratio of 40-30-30 to keep hormone and insulin levels stable.

The idea is to eat a Zone meal every four to five hours to crank the metabolism. The menu repeats every 60 days and includes items like "balsamic chicken rosemary with three beans" and "braised savory Swiss steak with field mushrooms."

Sears does not own Zone Perfect, but he licensed the Zone name to Ed Faisano, a Long Island entrepreneur who runs the company along with a handful of New Yorkers formerly from fitness, financial and medical fields.

In addition to several metro New York branches, they run two Southern California outposts. Others are on the way.

Watts aimed to lose six pounds when she enrolled at [www.zone-fresh.com](http://www.zone-fresh.com), the company's Web site.

The next day, a Zone Perfect consultant arrived to test her body fat, and the first meal delivery — food arrives between 10 p.m. and 5 a.m. — arrived 24 hours later. Watts has stuck to the plan for three weeks and says she definitely looks leaner.

The Zone staffers figure the average New Yorker totes up a daily food tab of \$30, but that would really depend upon whether you're normally a Starbucks addict, a regular Ray's Pizza eater or a flashy Le Cirque luncher.

They maintain that \$39.95 — for a 1,100- to 1,400-calorie menu of three Zone meals and two snacks — is not out of line with New York food prices. The most work entailed is pressing the microwave button, and some Zone eaters consider the plan a money saver.

Karen Gaccione, 33, said the daily pricetag is incentive not to cheat. "Buy a small platter of sushi, a cappuccino and an egg-white omelette, and that's almost \$39,"