

scallops with orange braised shrimp and shrimp seeds. Such fresh and inspired market-to-table cuisine offered “your way” when the mood strikes is a rare find in L.A. today. Service is by a band of casual young professionals (creatively dressed by local designers *Velvet and Vince*) and the wine selections (the wine collection is attractively displayed on one wall) are excellent and well priced. Andaz West Hollywood (there is another Andaz hotel in *London* with more planned for *New York* and *Austin*), 8401 W. Sunset Blvd., (323) 656-1234.

PROFLOWERS’ PREMIUM ROSE GROWER IS A COMPANY CALLED *PASSION Growers*. Passion Growers was founded in 2001 and is a family-oriented farm dedicated to growing and providing the most beautiful and highest-quality roses, about 150 different varieties. Passion Growers roses can be found at more than 5000 grocery stores and retailers nationwide and through *www.PassionGrowers.com* or *www.ProFlowers.com*. We recently ordered a selection of roses from them and can decisively state that they were the prettiest, healthiest and most unusually-colored roses—lavender, orange, pink, cream, peach, green—we have ever received. They lasted for weeks. Founders *Jaime* and *Cheryl Peisach* started with a simple idea: to provide the very best roses available anywhere and never waver of the best possible quality. They have built their company on the highest ethical standards. Little by little, suppliers and previous associates began to join them and today Passion Growers are directly responsible for over 3500 families. Amazing how the beginning of something great often starts as a simple idea.