



FRESH AT THE MARKET

If only more kids' school experiments turned into successful entrepreneurial ventures instead of emotionally scarring exercises in failure. Seven-year-old Oscar Youd's first grade science fair project at St. James School was such a hit that his family figured out a way to bottle, market and distribute [Margo's Bark Root Beer](#) (named for the family rescue dog), and donate 100% of the profits to shelters and animal rescue charities. The all-natural, herb-infused, kid-pleasing drink is sold at [Tender Greens](#), Larchmont Larder, Joan's on Third, [The Urban Pet](#), [LA Dogworks](#), with [Whole Foods](#) and [Bristol Farms](#) joining the others in the Margo's Bark doghouse soon.

[The launch party at the quaint Larchmont Larder](#) on Tuesday night was a teeming mix of kids flying high on root beer float-induced sugar rushes, adults and children alike snacking on sliders, lobster rolls, and mini pulled pork sandwiches, and a painfully cute pet adoption fair operated by the [Bark Avenue Foundation](#). The gorgeous flower arrangements by Floret also on Larchmont sweetened the scene, too.

It's a foodie fairytale everyone from elementary school students to newly minted M.B.A.s can admire.