



Official e-Newsletter of the American Personal & Private Chef Association
September/October 2010

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From Candy Wallace, Executive Director

Labor Day is behind us, and autumn is right around the corner. Already we're seeing the sultry heat and humidity that so much of the country experienced this summer giving way to more moderate, seasonable temperatures, with even a little crisp in the air in many places. Now is the time to step into fall on the right food and begin to think about how to adapt your services to address the desires of today's clients.

You can do this, because remember, you are “Today’s Culinary Entrepreneur!” The power to shape your business model to realize the greatest success for yourself and service for your clients IS within your grasp.

How do we do this? First, by realizing that, as personal chefs, we are all part of an energized and growing community. We provide needed services that Americans can’t get any other way—even with the growth in prepared meals in grocery stores and newfangled takeout in quick-service and fast-casual restaurants. (Read below on “Restaurants and Supermarkets Vie to Fill Consumers’ Need for Convenient Take-Out Meals.”) People ARE eating at home again ... but they’re still not cooking. YOU are the solution that most people in your community simply haven’t discovered yet.

Particularly as you begin to promote your business, your skills and your solution-providing power in the waning months of this year, when autumn events in your community that would benefit by your services increase—followed by the busy holiday season—now is the best time to take some time to re-ASSESS your business, re-ENERGIZE yourself and re-SOLVE to put yourself out there and let the world know what you have to offer.

Times are still not what they could be economically, and we will not see a return to pre-recession spending on professionally prepared food for quite a while. But Americans and their families still need to eat, and they WANT wholesome, well-prepared, palate-specific meals that they don’t have to cook, themselves. That’s where you and your individualized, highly personalized services come in.

So be confident that you’re in the right place at the right time with your business. Take advantage of a fresh new season to capitalize on your strengths and examine areas where you can benefit by additional training and learning. In essence, know that you can be everything you want to be in this profession that you’ve chosen so wisely and well.

Candy Wallace

Personal-Chef Training through November 2010

The personal-chef segment of the foodservice industry has expanded enormously and blossomed into a recognized career path, with demand for high-quality food and service growing each year throughout the country. Join us at one of the following scheduled training sessions, where APPCA will deliver a dynamic one- or two-day, high-intensity “Jump Start” seminar or Webinar providing the best tools and educational materials in the industry with which to build a successful personal-chef business. Also, new, in-depth half-day sessions on specific business areas are now offered. Visit www.personalchef.com for complete information.

- September 25-26, [Memphis, Tenn.](#)
- October 2-3, [L'Academie de Cuisine](#), Gaithersburg, Md. (greater Washington, D.C.)
- November 6-7, [San Diego](#)

[Click here for more](#)

Save up to 60% on Select Fagor Appliances in September!

Since opening its offices in 1992, the Fagor brand name has become synonymous with high-quality stainless-steel pressure cookers. Fagor is currently positioned as a top cookware brand, sold at major retailers nationwide. Its presence has been largely responsible for the resurgence of pressure-cooker sales in the United States. Along with pressure cookers, Fagor America also offers a line of specialty cookware.

Through Fagor America's partnership with the APPCA, **save on the regular price of the following items from Sept. 1 through Sept. 30 ONLY**. Fagor will deliver to your home—with no shipping and handling charge! (Allow six to eight weeks for delivery.)

- Fagor Portable Induction Cooktop. Regularly \$199.99, just **\$160.00**
- Fagor 3-in-1 Electric Multicooker. Regularly \$119.99, just **\$99.00**
- Fagor Duo 8-qt. Pressure Cooker. Regularly \$109.99, just **\$65.00**

Because of the incredible savings, only one unit per person, please. (You may order all three items, but no more than one of each item) Pay by check or money order. [Click here](#) to download the order form from Fagor. For a detailed description of qualities and cooking solutions provided by the Fagor appliances, click [here](#).

Take advantage of this exceptional offer from Fagor America, Inc.—the latest among many valuable benefits of APPCA membership.

One of APPCA's Own Sees His Star on the Rise

Private chef and APPCA member Brandon Parry, a personal certified executive chef (PCEC) based in San Diego, received the [American Culinary Federation's \(ACF\) Western Region Chef of the Year award at the 2010](#) ACF Western Regional Conference held in Albuquerque, N.M., last February. As a result, he competed for the U.S.A.'s Chef of the Year® award at ACF's National Convention in Anaheim, Calif., in early August. Now, he's at the U.S. Navy's Commander Joint Forces Command Naples, Italy, as an enlisted aide to Commander Naval Forces Europe and Africa. He's also a European mentor for flag mess and enlisted aides.

In honor of his new and prestigious Navy post, the San Diego City Council and county commissioners proclaimed June 22, 2010, as [Brandon Parry Day](#).

Parry enlisted in the U.S. Navy in 1991 as a cook. Until he left for Europe last month, he was executive chef/leading chief petty officer/mess caterer of 3-Star Bistro and handled executive dining for the Commander Naval Air Force in San Diego. In that role, Parry managed a team of eight employees in three locations. He was responsible for planning several party menus each month, providing daily meals for the vice admiral, his family and other dignitaries, and training culinary specialists and enlisted sailors.

Parry received his culinary training by attending classes at several prestigious culinary institutions. He has received numerous culinary awards throughout his career, including a bronze medal in the 2009 Las Vegas Culinary Challenge, a silver medal and Best in Show Award at the 2009 Fancy Food Show in San Francisco and a silver



medal and Best in Show Award at the 2008 Fancy Food Show in San Diego. His military commendations include receiving the Navy and Marine Corps Commendation Medal, presented by the Secretary of the Navy, and the Joint Service Achievement Medal, presented by the Secretary of Defense.

Here's to Private Chef Brandon Parry and his family as the chef serves our country in Europe!

It's a Cupcake. It's a Muffin. No, It's a Meatloaf!

Cupcakes—those little frosted cakes baked in a muffin tin and snuggled in colorful paper liners—are a hot commodity. Indeed, editors at The Food Channel® (foodchannel.com) list cupcakes among the top 10 food trends of the last decade.

Appealing to people young and old, cupcakes aren't new. As with every true trend, however, cupcakes are primed for the next stage of innovation, the next "wow" with customers. Candy Wallace, founder and executive director of the American Personal & Private Chef Association, has been demonstrating the making of her signature apple meatloaf "muffins" to other personal chefs and culinary-arts students for years.



Easy to prepare in a muffin tin, Wallace's meatloaf apple-meatloaf "muffins" are moist and delicious, and go from freezer to ready-to-eat in minutes. "They're a superb meal solution for busy families and singles on the run," she says.

Borrowing from the broad appeal of traditional cupcakes, Walnut Creek, Calif.-based Basic American Foods, a leading supplier of premium dry-potato products to foodservice, introduced savory "cupcakes" at the 2010 annual conference of college and university foodservice directors in San Jose, Calif., in July. The company developed a host of fun, on-trend varieties, including:

- **Bacon Hash-Brown Cupcakes.** Golden Grill Russet Premium Hashbrown Potatoes blended with bacon, sour cream, roasted red bell pepper and fresh chive into cornmeal muffin mix.
- **Buffalo Chicken Meatloaf Cupcakes.** Ground-chicken meatloaf flavored with Buffalo-wing sauce, "frosted" with Potato Pearls EXCEL® Original Recipe Mashed Potatoes and crowned with blue-cheese crumbles and chopped chive.
- **Meatloaf Cupcakes for Kids (pictured without cheddar).** 85% fat-free ground beef mixed with uncooked oats makes for a healthy, fun way for school-age children to enjoy meatloaf. Top with ketchup, Potato Pearls EXCEL® Original Recipe Mashed Potatoes and shredded cheddar.

Basic American Foods offers many recipes featuring mashed potatoes and hash-brown potatoes that can inspire the menu repertoires of personal chefs. For ideas, visit www.baf.com.

Wild-Rice Salad with Spiced Pepitas, Sun-Dried Cranberries and Apple-Cider Vinaigrette

A palate-specific recipe from Bruce Barnes, executive chef, Mitsitam Native Foods Café at The Smithsonian Institute's National Museum of the American Indian, Washington, D.C..

Yield: 12 portions

The cafeteria at the National Museum of the American Indian is aptly named a café. Indeed, the Mitsitam Native Foods Café boasts higher visitation than the museum itself. “We really are a destination restaurant in Washington, D.C.,” says Bruce Barnes, executive chef for the museum. Dishes such as wood-roasted sockeye salmon, flown in from the Quinault Indian Nation in the Pacific Northwest highlight the menu’s indigenous focus. Food stations in the café represent the culinary traditions of Indians around the Americas—from the Northern Woodlands, South America, Meso America and the Great Plains to the Northwest Coast and Columbia Plateau. Barnes showcases the bounty of native ingredients: buffalo, squashes, nuts, maple syrup, cranberries, corn, venison, salmon, quinoa and wild rice.



- 1 lb. Grade A wild rice
- 2 qts. chicken stock
- 3 oz. apple-cider vinegar
- 3 oz. vegetable oil
- 4 oz. pepitas (pumpkin seeds) toasted in oil with salt, paprika and chile powder
- ½ cup toasted pine nuts
- 1 bunch scallions, green part only, sliced on bias
- 2 carrots, julienned
- 3 oz. sun-dried cranberries
- Salt and pepper, as needed
- Watercress, as needed

Method:

1. Prepare wild rice according to package directions using chicken stock. Let cool.
2. **For the vinaigrette:** Combine vinegar and oil. Set aside.
3. To cooled rice, add spiced pepitas, pine nuts, scallion, carrot and cranberries. Blend in vinaigrette. Season to taste with salt and pepper.
4. Spoon wild-salad into a large serving bowl. Garnish with watercress. Reserve under refrigeration until service or serve at room temperature, family style.

Photo credit: Indian Harvest and Rob Yuretech/ www.goaskrob.com

Home Sweet Home

Former commercial interior designer Bonnie Nicklaus has managed to tap into her love cooking and the creative process with her personal chef business. *By Lisa Shames*

Forget the big, fancy-pants parties and catered events. What really makes Bonnie Nicklaus happy—and a successful personal chef with her central Ohio-based business, The Garden of Eatin’—is creating personalized family meals for her clients.



APPCA: How did you get interested in cooking?

Nicklaus: I would watch my great aunt and grandmother cook. Their food was always so good. I wanted to learn how to make food like that, just good home-style cooking. That’s pretty much what I do now, partly as a result of what people want, but also that’s what I enjoy cooking the most.

APPCA: Where did you learn to cook?

Nicklaus: I learned by watching and reading cookbooks. I’ve always loved to read cookbooks. I have over 300 that I have collected over the years. A lot of times I get them because I like the photos. I look at different things and get inspired. Although now I will say a lot of my recipes are from magazines or from doing a search online.

APPCA: Why is cooking so important to you?

Nicklaus: It’s the creative process. A lot of people I know have a specific passion—my husband has a passion for cars; he lives, eats, drinks, sleeps cars. But I could never put my finger on what that was for me because I have so many different interests like singing, drama, art and cooking. I finally figured out that my passion is the creative process. It’s fun and wonderful for me to put together menus and then make it all happen.

APPCA: You were a commercial interior designer prior to becoming a personal chef. Why did you decide to change careers?

Nicklaus: That’s what I studied in school. I did that for 10 years full time, then about four years part time as a consultant. After the 10 years, I got burnt out and needed to do something different, so I got into special-events planning. I worked at a hotel in the catering department and I also had my own event-planning business for a few years. Then my former design firm asked me to come back and do some part-time consulting. I decided I enjoyed being self-employed, so I wanted to find something that would allow me to do that. I Googled “personal chef” and came across the APPCA, and the rest is history as they say. Because of my love for cooking, it was a perfect fit. I’ve been in the business for nine years now. I’m one of the old farts [laughs].

APPCA: Describe your business, The Garden of Eatin’.

Nicklaus: It’s your basic personal-chef service. I have done a few dinner parties for clients in the past, but I don’t do any catering or large events. I stick to the basics of going to the clients’ homes and cooking for them. I like the personal touch of preparing meals for a family or a small group. I didn’t go to culinary school—I’ve just learned on my own how to cook—so I think some of the people who did have an advantage because they’ve learned how to cook in larger quantities. I can handle up to 24, which is a nice-size dinner party, but I don’t want to do many more than that. It’s just not me. Plus, there are plenty of people out there who like to do the big stuff.

APPCA: What makes it special?

Nicklaus: I think I have a good rapport with people. I can put them at ease. I explain the service very well. That’s very important so people are clear on exactly what are they getting. I take as much time as they want with the initial consultation. I try and make everything really black and

white for them so they understand everything.

APPCA: Describe your process of creating a menu.

Nicklaus: I have a menu booklet that I give to the client on the initial consultation that has over 300 items on it. I have a system where they each have a coded number. I tell them, "When you have the time, go through this book and circle the numbers on this sheet of everything you think you would like to try." That gives me a good foundation of the kinds of foods they like. Then as I start preparing foods for them, I find out more about their likes and dislikes, and also, based on things they they've chosen, I start throwing in off-the-menu stuff because I get bored fixing all the same stuff.

I have cooked for quite a few clients who have various health or dietary requirements. Currently, I have a little boy who is allergic to almost everything. I was scared at first to take it on, but it was a lot easier than I thought. But the majority of my clients just want to get great home-cooked meals, or if it's not that, then they just want healthy food. They usually know what they want, and that's helpful for me. A lot of times I like to introduce them to new foods. That's fun for me. This particular client with the allergies had parsnips before. Now, it's one of his favorite things.

APPCA: How did your "Bon Appe-Teas" come about?

Nicklaus: I've always had an interest in tea, tea parties and Victorian stuff. It came about as a way to supplement my business, but it was also supporting a personal interest of mine. I do several every year. If I'd attended culinary school, I would have gone into pastry. So doing the teas allows me to play around with pastries and do some fancy finger foods that I wouldn't normally get to do for a regular client. It's another creative outlet for me. I provide the teacups and plates if they want me to, but half the time the clients want to use their own because they never get to. I also give a little talk about tea etiquette or the history of tea. I've also done speaking engagements for larger groups on tea with PowerPoint presentations. I love the ritual of it, and it's such a peaceful thing.

APPCA: You became a personal chef in 2001. What were those early days like?

Nicklaus: The first word that comes to mind is scary. The scariest thing when you first start out is not knowing where your business was going to come from. Being linked to www.personalchef.com is a Godsend as far as that's concerned. If you're not tied into that, you are losing a tremendous market. I would say 80% of my business comes from my Web site or being connected to APPCA and linked with my Web site. The rest of it would be referral.

I hate to say this, but I've never had any success with marketing, mailings or anything like that. It never got me any business. If someone was going to do this fulltime, you would have to do some type of marketing so were you booked consistently. For what I do, the Internet and referrals works best.

I think anyone in the business would say that the first cook date was really scary too. It gets so much easier the more you do it. After nine years, going to a new client's house isn't a big deal anymore. You have to get into a flow. You need to have a little plan in your head about how things should be laid out. Once you get that figured out, it's just another day of cooking.

APPCA: How has your business changed?

Nicklaus: I can gauge my time very easily now. I know to the half hour when I'm going to be done. I'm much better now at estimating what the grocery costs are going to be. That's what it

comes down to. I don't think there's any science to it; experience teaches you a lot more than anything else.

APPCA: Describe a few of the most memorable experiences as a personal chef.

Nicklaus: One of my very first clients was an hour drive away. When you're first starting out, you take anything. It was a husband who called me and his wife was a severe diabetic but she didn't like to cook. I get to their house and it is a mansion. They owned horses. It's 200-yard driveway from the front gate. The house is humongous. This was my second client. It was one of those, Wow people actually live like this. It was a tad intimidating initially but they were very nice people. But what's funny is that I've also cooked for people whose entire apartment could fit in these people's living room. My clients are very diverse. People always think this service is for people with huge homes and big budgets. Truthfully, I would rather cook in smaller kitchen than a larger kitchen. If you're truly cooking you want things to be efficient. You don't want to have to put on roller skates to get to the other side of the kitchen to get something out of a drawer. While people think these big kitchens are wonderful, they are for entertaining but not for cooking.

APPCA: What might surprise people about being a personal chef?

Nicklaus: How physically demanding it is. Especially when you are first starting out a lot of people may not be comfortable asking clients if they could use their pots and pans. I do now but I also have a kit that I'll take the first few times. During my interview I ask them right up front if I can use their stuff. The less things I have to lug the better. Even if I don't take a lot of stuff I'm still making two to three trips back and forth. Plus, standing on your feet for five hours or so can be hard.

APPCA: What have been some of the most important lessons you've learned along the way?

Nicklaus: To be very organized. Plan things out ahead of time and always check your shopping list against your recipe. I use a recipe software program but it sometimes leaves off ingredients. There's nothing more frustrating than realizing I don't have something. Half the time I'll improvise and see if there's something in the kitchen I'm working at that I can substitute with. Other times I have to throw in the towel and go back to the grocery store. But it cuts into your time and totally throws you off.

APPCA: Any advice for those thinking of taking the personal chef plunge?

Nicklaus: To know which things take the longest and start with those first. It makes you more efficient. Over time you can get to the point where you are multi-tasking but when you first start out, that's not a good idea. Get a couple of them under your belt before you start to do a bunch of stuff at one time. That is what you have to work up to because that certainly makes you more efficient when you can get several things going at once. That is one of those things that come from experience.

Another thing I fell into and pretty much everybody does is to buy all kinds of stuff and equipment. Number one, you don't need half of the things. Plus one of the things people don't think about is if you buy it, you have to carry it. The less stuff you can make do with the better. It's surprising how little you need: a stock pot, a Dutch oven, a large chef's pan, my knives, a timer and some nonstick spoons for stirring and foil because you can use it for lids and a bunch of different things (when I cook rice I spread it on the foil so it cools). My advice to newbies is to not go out and go crazy at the cooking store buy a ton of gadgets. That saves you money and saves you from having to lug it around.

Also, you just have to be patient. It is a viable career path but it won't happen overnight. The best advertising is referral and having a personal web site that is easy for people to navigate and tells them everything. I'm not one of those advocates for not putting your pricing on there. They need to know right away if it's something they can do or not. That way when someone does call you they are pre-qualified. No matter how much you try to sell them, if they don't see the value for the price you are charging, there is no point in going any further.

APPCA: What do you like best?

Nicklaus: That I'm my own boss, and that I can come and go as I please and pick and choose clients. I'm at the point in my career where I can turn away business. It's nice to be able to say that I'm booked. Also the aspect of being to create something and be able to personally experience the gratitude the client has for what you've done. I've gotten so many notes from clients. It's very gratifying. This mother of the child with allergies often tells me, 'You are my angel.' It's nice to be able to positively affect someone's life like that and know that you are helping them in so many different ways.

For more information about Nicklaus and The Garden of Eatin', visit www.thegardenofeatin.com or call 614-563-4220.

Restaurants and Supermarkets Vie to Fill Consumers' Need for Convenient Take-Out Meals

Somehow, some way, time-strapped Americans will find a way to eat without having to cook, and takeout prepared meals, particularly at dinner, appear to be the solution, reports The NPD Group, a leading market-research company. According to NPD, which tracks all aspects of America's eating behaviors at home and away from home, restaurants continue to be the primary provider of takeout meals, but as more consumers eat dinner at home, supermarkets and other retail outlets have become an increasingly important source of prepared foods and takeout meals.

"There was a strong demand for convenient, takeout meals in the late '80s and '90s, especially with the large influx of women entering the workforce then," says Ann Hanson of The NPD Group. "Restaurants met that demand. However, the number of women entering the labor force is no longer growing, and supper meals eaten at home have been increasing. As a result, visits to restaurants for supper have not grown in this decade, with demand particularly weak over the past three years. We're also seeing stronger demand for prepared foods from retail outlets."

NPD's DeliTrack, which tracks deli-prepared food purchases, shows that nearly two-thirds of prepared foods purchased at retail are from traditional supermarkets.

According to a recent NPD survey, consumers choose supermarkets for prepared foods over quick-service restaurants (QSRs) because of convenience. They also say they choose supermarkets because of good prices, variety and healthier choices. Consumers choose QSR restaurants over food stores because they say they and/or their kids like it there, it satisfies a craving, and they want a treat or a specific menu item. They also say they visit QSR restaurants because it has takeout, a drive-thru or delivery.

NPD, which has been tracking in-home eating behaviors for 30 years and foodservice usage for over 30 years, is projecting that the need for prepared meals and foods will continue to grow over the next decade.

“There is a huge opportunity in takeout meals and prepared foods for both supermarkets and restaurants,” says Hanson. “Consumers are not going to wake up tomorrow with more time on their hands and the urge to cook. In the end, it will be about meeting the consumer’s need for convenience, whether it’s a restaurant or a supermarket.”

SIDE DISH

“Iron Chef” Promotes His Own Cup of Joe. “When I started thinking about launching a line of imported gourmet foods, I knew coffee would be my first focus,” says Chef Jose Garces, who can be seen nationwide as one of six Iron Chefs on Food Network’s popular series, “Iron Chef America.” So Garces recently debuted his line of small-batch, artisan-roasted coffee beans under his Garces Trading Company (GTC) label. Offered in four varieties, including the signature GTC Reserva, Formula 1111 Espresso, Decaffeinated Sumatra and a rotating Seasonal Selection, the beans are sold exclusively through his Web site at www.grq-mgmt.com and can be shipped across the country.



A Culinary Degree? It Won’t Affect Your Salary.

StarChefs.com’s 2009 Salary Survey confirmed some of what we already know—white executive chefs make the most per year—and some of what we suspected—women are still paid egregiously less than men—but it also taught us a few new things about the industry, from its unique fiscal geography (stay out of California, sous chefs) to its apparent neutrality toward culinary degrees (feel free to skip class, you can make as much without one). So whether you’re a chef de cuisine looking for a change of scenery (head to a hotel or catering operation, preferably in Massachusetts) or a woman concerned about her comparative earning potential as a female executive chef (get ready to be 24% angrier at gender inequity), peruse the results survey of nearly 1,400 respondents and check the fiscal temperature of an industry that continues to surprise, frustrate, reward and, as ever, moderately to severely overwork its employees. See more results at

http://www.starchefs.com/features/editors_dish/salary_survey/2009/index.shtml#national_position

Fancy Food Show Serves up Top Flavors. A panel of food experts identified the year’s top five food trends at the 56th Summer Fancy Food Show in New York, June 27-29. The trends are:

- **Great Vinegars.** Innovative flavors include: hibiscus, walnut champagne, peach balsamic, lime rice and apple ice-wine vinegar.
- **Indian Products.** Unexpected creations: Curry Ketchup, Cashews & Cream Cooking Sauce, Tandoori Chicken Naanwich, and Tikka Masala Marinara.
- **Grains, Nuts & Seeds.** Sweet and savory items make up this category with Flax Seed Crackers, Oat and Corn Cakes, Pumpkin Palooza Nut Confections, and Lentil Chips.
- **Squash, Pumpkin and Sweet Potato.** These fall favorites are showcased in Pumpkin Salsa, Butternut Squash Pasta Sauce, Sweet Potato Butter, Butternut Squash Tart and Sweet Potato Chocolate.
- **Handcrafted Local Heritage Foods.** Soups, pickles and sweets including Linekin Bay Lobster Corn Chowder, Brooklyn Pickles, Wild West Steak Rub and Sticky Toffee Pudding offer fresh takes on classics.

Other emerging trends identified are fig products, including a cabernet wine and fig preserve; unusual teas infused with turmeric and cardamom; and specialty flavored honeys such as chestnut, lime, pine and raspberry.

The Actor and the Celebrity Chef. Sundance Channel and GREY GOOSE Entertainment® announce the return of “Iconoclasts” for its fifth season. The critically-acclaimed program, described as “one of the best documentary series on television,” by *USA Today*, will feature



iconic names in film, food, science and culture as part of the series’ fifth season. The first episode will debut on the Sundance Channel, Saturday, October 2, at 9pm ET/PT. Don’t miss the Oct. 16 episode, which will feature Tony Award®-winning actor Hugh Jackman and world-renowned chef Jean-Georges Vongerichten, who are friends and neighbors. In the hour-long episode, the two discuss their creative processes, the importance of family and taking risks, all while putting together a benefit dinner at Jean-Georges’ new restaurant, ABC Kitchen. Together they shop for the dinner they are preparing at a farmers’ market in Union Square, and Jackman takes Vongerichten to boxing practice, where he is preparing for his next role. The episode culminates with the presentation of a delicious gourmet dinner prepared by the pair.

Hottest Teas. From cinnamon and cardamom to mint, ginger and rose, the North American Tea Championship Hot Tea Class/Spring Tea competitors showcased an assortment of pleasing flavors for discriminating judges. The championship, which took place July 27-28 in Las Vegas, evaluated premium spring teas in 15 different categories in the only independent and professionally judged tea competition in North America.

First place “Signature Famous Teas” were:

- Ceylon category: Qtrade Teas & Herbs, New Vithanakande Supreme, Sri Lanka
- Dragonwell category: Ecrossland, Inc., Dayang Dragon Well, Zhejiang Province, China
- Sencha category: ITO EN, Okumidori Sencha, Japan
- Darjeeling category: Qtrade Teas & Herbs, Jungpana 2nd Flush, India
- Matcha category: Rishi Tea, Rishi Matcha, Japan

The 217 tea submissions were evaluated blind and through organoleptic analysis of the following characteristics: dry leaf, brewed color, brewed aroma, brewed flavor, brewed mouth-feel, and brewed harmony. Winners were determined by rank. Visit www.worldteaexpo.com/tcwinners for a complete list of first-, second- and third-place winners in several categories.

Organic, Natural, Local and Sustainable. What Does It All

Mean? Today chefs are urged to use more organic, natural, local and sustainable foods. Although the terms are familiar, there is still confusion as to what they actually mean. September’s issue of “Culinary Nutrition News,” presented by the American Culinary Federation Chef & Child Foundation (CCF) and Clemson University, helps define the terms, explains the different types of organic classification and shares examples of how some restaurants are leading the movement. Author Dr. Margaret Condrasky, R.D., CCE, discusses the pros and cons of conventional vs. organic farming and gives examples of organic fruits and vegetables that you should consider purchasing, including bell peppers and celery, because they have little or no protective skin, and apples, nectarines and peaches because they are plagued with pests and are exposed to more pesticides. In addition, Condrasky explores “all-natural”



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