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**ECO-CHEFS GO HEAD-TO-HEAD IN CULINARY COMBAT ON EARTH DAY; JUDGING
PANEL TO INCLUDE ACTRESS JULIANNE MOORE**

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*Celebrity Chef Dave Lieberman will emcee the live cooking competition centered around
the importance of choosing environmentally responsible foods like soy*

Los Angeles (April 14, 2009) --- On **Wednesday, April 22**, SOYJOY® and nonprofit Gen Art will present ***Battle of the Chefs: Eco-Cuisine***, a dynamic, live cooking competition that will place notable chefs in live culinary combat to demonstrate the numerous ways to incorporate earth-friendly foods, like soy, into our diets. Competing chefs include **Chef Andrew Kirschner** (Executive Chef of Wilshire Restaurant in Los Angeles), **Chef CC** (Executive chef and owner of Clean Plate Meals) and **Chef Robert Danhi** (Chef Danhi & Co.). One winner will be chosen by a panel of celebrity judges including actress **Julianne Moore**, local celebrity chef **Akasha Richmond**, registered dietitian and author **Kate Geagan**, *Cooking Light* contributor, PBS host and author Chef **Joanne Weir**, and **Connie Guttersen**, RD, PHD, author and nutrition instructor at the Culinary Institute of America.

“Soy is by far the most energy-efficient form of protein that can be produced, and switching to eco-friendly foods like soy is a great way to significantly reduce your carbon footprint,” explains Kate Geagan, registered dietitian and author of new book *Go Green, Get Lean*. “Eating plant-based proteins is not only environmentally responsible but it can also be a more cost-effective way to eat,” Geagan adds.

To demonstrate the many unique and delicious ways soy can be prepared, each chef will create three soy-based dishes live on-site: a beverage, a savory dish, and a sweet dish. These culinary creations will then be presented to the panel and judged based on presentation, taste, creativity and use of the key ingredient, soy. At the end of the

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evening, the grand prize winner will be announced and presented with a \$15,000 prize package from SOYJOY to support that chef's ongoing commitment to environmentally-responsible cooking and to help them take their career to the next level. The live audience will also be invited to taste each of the prepared dishes and an audience favorite will be announced at the end of the night.

The emcee for the evening will be celebrity chef, author and TV host **Dave Lieberman**. In addition to hosting the Food Network's "Good Deal with Dave Lieberman" and publishing two cookbooks, Lieberman is a contributing editor to *Saveur* magazine and a regular food columnist for *Women's Health* magazine. Lieberman is also an advocate for making eco-friendly choices in the kitchen.

For more information about the competing eco-chefs and to watch exclusive video content, including easy soy-based recipes you can try at home, log on to www.SOYJOY.com.

To request interviews, images or broll (pre or post-event) please contact Sara Vicendese at Sara.Vicendese@porternovelli.com or 310.444.7074.

About the Competitors

Chef Andrew Kirschner, Wilshire Restaurant

In 2007, Kirschner arrived at Wilshire Restaurant as chef de cuisine and was quickly promoted to executive chef. He earned a three-star rating from Los Angeles Times critic S. Irene Virbila, who wrote, "Kirschner's assured, effortless-seeming cooking is a breath of fresh air. He's blessed with not only a good palate, but also a good eye. And he can execute, which makes him a triple threat." Wilshire Restaurant prides itself on using organic, local and seasonal produce from farmers markets.

Chef CC, Clean Plate Meals

Chef CC Consalvo, known as Chef CC, began her personal cheffing career more than eight years ago creating fresh, nutritiously potent meals for private clients. As demand grew, she created Clean Plate Meals to share her cuisine with a wider clientele. Chef CC has a fiery passion for fresh-picked, local ingredients and the knowledge of the necessity of sustainable practices.

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Chef Robert Danhi, Chef Danhi & Co.

A graduate of the Culinary Institute of America, Chef Danhi is internationally recognized as a Certified Culinary Educator, Certified Hospitality Educator, Certified Executive Chef, and Certified Culinary Professional. Chef Robert is an educator at heart penning his first book, “Southeast Asian Flavors” and leading culinary immersion tours throughout that region.

About SOYJOY®:

SOYJOY is an all-natural, nutrient-rich food baked with whole soy and real fruit. All soy comes from soybeans, which are naturally grown beans similar in size to a pea. Whole soy is minimally processed and is a rich source of vitamins and minerals including folate, potassium, magnesium, zinc, iron and calcium. The whole soybeans in SOYJOY are ground to keep the naturally-occurring fiber, protein, vitamins, minerals and other nutrients intact. Each SOYJOY offers a combination of high quality protein, fiber and fat, which helps to provide sustained energy without a lot of calories. SOYJOY is available in a variety of great flavors: Apple, Strawberry, Berry, Mango Coconut, Peanut Chocolate Chip and Raisin Almond. For more information, please visit www.SOYJOY.com

About Gen Art:

With offices in New York, Chicago, Los Angeles, San Francisco, Miami and Chicago, Gen Art is the leading arts and entertainment organization dedicated to supporting the best emerging talent in film, fashion, art and music. Founded in 1993, the company reaches a devoted audience of 21-39 year old influencers and is a prominent and lasting force in the arts and entertainment arena. Gen Art’s Fresh Faces in Fashion shows have proven a successful launch pad for now prominent names such as Zac Posen and Rebecca Taylor. Gen Art is an award winning organization and recipient of the 2006 INSPIRATION AWARD at the LA Fashion Awards, a selection made by LA’s top fashion journalists, retailers, designers and stylists! For more information about Gen Art, visit www.genart.org.

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