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**LOS ANGELES-BASED CHEF WINS TOP PRIZE IN EARTH DAY CULINARY
COMPETITION; JUDGING PANEL INCLUDED ACTRESS JULIANNE MOORE**

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*Chef Andrew Kirschner of Wilshire Restaurant wins live cooking competition
centered around the importance of choosing environmentally responsible foods like soy*

Los Angeles (April 23, 2009) --- Last night SOYJOY® presented Wilshire Restaurant executive chef Andrew Kirschner a \$15,000 prize package for winning *Battle of the Chefs: Eco-Cuisine*, a live cooking competition that placed notable chefs in culinary combat to demonstrate the numerous ways earth-friendly foods, like soy, can be incorporated into formal cuisine. The event took place at Boulevard3 in Los Angeles.

Chef Kirschner competed against two other well-known chefs, including Chef Robert Danhi (owner and executive chef of Chef Danhi & Co.) and Chef CC (executive chef and owner of Clean Plate Meals). Recipes were tasted and scored 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.

Tasked with demonstrating the versatility of soybeans and their various forms, each chef prepared and plated three delicious dishes live on-site, given five minutes to prepare a soy-based beverage, 15 minutes to make a savory soy dish and 15 minutes for a soy-based dessert. Chef Kirschner's winning recipes will be available to consumers on April 29 at www.SOYJOY.com. Kirschner prepared the following items:

- Beverage: Orange Julius Soytini
- Savory: Panko Crusted Miso Marinated Tofu Steak with Edamame Puree, Soy Stir Fried Mushrooms and Shishito Peppers
- Sweet: Chocolate Fudge Soysicle

“My restaurant is dedicated to supporting sustainability and sourcing local ingredients. Weaving more earth-friendly foods, like soy, into your diet is one of the best ways to reduce your impact on the planet,” said Chef Kirschner. “Soy is so versatile. It makes an excellent center-of-the plate protein, but can also be incorporated into a great on-the-go food, like SOYJOY. I’m thrilled to continue working with SOYJOY, a brand that supports this kind of eco-friendly cuisine and seeks to communicate the benefits of soy – for health and for the planet.”

Celebrity chef, author and TV host **Dave Lieberman** emceed the evening’s festivities. 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 Battle of the Chefs: Eco-cuisine and to watch exclusive video content, including easy soy-based recipes to try at home, visit www.SOYJOY.com. To embed video or request broadcast-quality footage, please visit: www.newscastus.com/mediablast/SOYJOY/100006/100006.html.

To request interviews, event images or b-roll 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 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.

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.

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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