



PRESS RELEASE

For Immediate Release

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First International Chef Seminar For Table-Stock Potatoes Hosted by USPB

DENVER—(December 16, 2008) The United States Potato Board (USPB) recently partnered with the At-Sunrice Global Chef Academy in Singapore to host the first international chef seminar for US table-stock potatoes. “US Potatoes – Eastern & Western Cuisines, Old World, New Techniques,” was a two day seminar for professional chefs to learn new techniques for using US potatoes in different cuisine applications. Thirty-five chefs from Singapore, Malaysia and Hong Kong participated in the event, representing major restaurant chains including Sizzler, Tony Romas, Subway, Hard Rock Café, Café de Coral, Steak Expert, the Maxim Group and many more.

“The chef seminar gave all the chefs a chance to learn more about US potatoes and to try new menu ideas,” said Sarah Mahler, USPB International Marketing Manager—Table-Stock. “The chef lectures gave these professional chefs new ideas for their own menus. It was great to see so many important chefs getting excited in the kitchen and cooking so many potato dishes. As a

result of the seminar, we are hoping to see many new and creative dishes added to international restaurant chain menus.”

The USPB brought US Chef Bret Lynch to present during the seminar. Lynch is the owner and executive chef of Evergreen Culinary Solutions in Seattle, WA. He specializes in new product development consulting and is an internationally recognized research chef in foodservice, education and food product development industries with over 25 years of experience, including work as an executive chef at a hotel in Hong Kong.

Lynch discussed US foodservice trends and how potatoes fit into healthier dishes. During his lecture he demonstrated three recipes to introduce new and creative uses for US potatoes in Western Cuisine applications. Lynch also created three new recipes demonstrating ethnic cuisines with small plates and big flavor. He gave the chefs ideas on how they can apply US potatoes in their menus.

The At-Sunrice Academy Chef Instructors presented menu applications and gave the chefs a chance to make their own dishes using US potatoes. The chef instructors also presented information on understanding and applying US fresh potatoes in Chinese, Vietnamese, Thai and Indian cuisines. During the presentation, the participating chefs had the opportunity to make dishes for each of these ethnic cuisines.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. The mission of the USPB is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. David can be contacted at 303-369-7783 or david.fairbourn@uspotatoes.com. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USPB, please visit www.uspotatoes.com. The United States Potato Board—Maximizing Return on Grower Investment.

