



Official e-Newsletter of the American Personal & Private Chef Association
January/February 2010

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From Candy Wallace, Executive Director

Happy new year, everyone! Welcome to 2010!

The beginning of a new decade is not just a time for reflection on the past decade. It is also a time for celebration, optimism and renewed commitment. The past decade was truly a mixed bag, and even though there are many people who are glad to see the last of the 2000s, good things came out of this decade, as well.

The food industry showed its ability to adapt in a dangerously down market and survived through the embrace of change. Some of that change? How about: food trucks, complex vegetarian cuisine chipping away at the traditional meat-and-potato mindset, personalized service, and the advent of hyper-fast social-media sites for food information and sourcing.

One of the biggest trends to emerge? The role of chef as advisor and educator. Chefs are no longer limited to being denizens of the back of the house. They have come forward with a voice

expressed through blogs, books and broadcast such as radio, television shows and the Internet to share their knowledge and expertise to an information-hungry public. Chefs have become the catalyst between farmer, food and foodie. All the more reason to have your own personal advisor this year—your personal chef.

Did you know that the food industry is so enormous that it employs one in 10 workers in the United States works? Not only that, half of every dollar spent on food in this country is spent in a restaurant. As a personal chef, I am thrilled to hear that. I can hardly wait to offer my potential clients an opportunity to enjoy palate-specific, restaurant-quality food in the comfort of their own homes. Stand back 2010!

Enter the new decade not only as an agent of change, but as a consummate culinary entrepreneur. Hone your culinary skills by all means, but hone your business and marketing skills, as well. You are in charge of your own destiny as a personal chef, so charge all of your batteries in order to enter the decade as a fully prepared businessperson with a realistic view of the marketplace and the place of the personal chef in it. I have always said it is better to be a "cause" of your circumstances rather than the "effect" of them.

Having said that, I hope to see all of you at the Summit in Chicago in February. You can make your success happen!



Personal-Chef Training through March 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.

- [January 23-24, San Diego](#)
- [February 19, 2010, Chicago](#) (accelerated complete training in conjunction with the 2010 Personal Chef Summit)
- [February 28-March 2, New York City](#) (targeted business sessions in conjunction with the International Restaurant & Foodservice Show of New York)
- [March 6-7, L'Academie de Cuisine, Gaithersburg, Md.](#) (metro D.C.)

[Click here for more](#)

Presenters Bring Top Talent to APPCA's 2010 Personal Chef Summit in February

APPCA is pleased to announce a dynamic schedule of presentations and educational sessions at its 2010 Summit at Kendall College in Chicago, Feb. 20-21. From experts on seafood and desserts, on breakfast dishes and Italian-cuisine favorites, and on video promotions and best

business practices, this year's APPCA Summit is shaping up to be the most valuable ever for "Today's Culinary Entrepreneurs."

Here's a taste of who will be on hand to guide us.

"Italian Cooking for Today's Discerning Clients"

Chef Instructor and Executive Chef Peggy Ryan, The Dining Room at Kendall College



Ryan brings more than 30 years of culinary and management experience to her role as daytime executive chef of Kendall College's public fine-dining restaurant, The Dining Room. Most recently, she was honored by Women Chefs & Restaurateurs as that organization's 2009 Educator of the Year. Her primary focus for most of her career has been the cuisine of Italy. As former chef and owner of Va Pensiero in Evanston, Ill., Ryan conducted extensive research abroad to hone her knowledge and skills. Her restaurant received many outstanding reviews from Zagat and Chicago's two major newspapers, as well as suburban papers. Because of her strong Italian background, Ryan teaches related electives at Kendall, including Italian Pastas, Cuisine of Italy and Cuisine of Tuscany. Thanks to her accomplished former life as a restaurateur and executive chef, Ryan—who has consulted for major corporations such as Sara Lee, Kraft Foods and Darden Restaurants—brings a unique and well-rounded perspective to her teaching.

"Sustainable Seafood and Sourcing Responsibly."

Chef Instructor Elaine Sikorski, CEC, CCE, The School of Culinary Arts at Kendall College



Sikorski brings a wealth of experience as a former executive chef to her role at Kendall College; she led the kitchens at famed Le Perroquet in Chicago, as well as Les Nomades. For nearly eight years, she served as sous chef, then executive chef, of Hotel-Restaurant au Cygne in Rixheim, France. A staunch supporter of making the world's food supply sustainable, Sikorski is an active member of Seafood Choices Alliance and the Ocean Conservatory, and encourages a commitment to seafood sustainability to students in her Advanced Sauce and Fish Cookery class. Sikorski also teaches American and French regional cookery and food presentation, among other courses. Having taught at Kendall since 1997, she has received two of the college's highest

honors for teaching excellence.

"Cooking with Flavor & Flair for Special-Diet Clients"

Associate Dean Renee Zonka, R.D., CHE, CCE, The School of Culinary Arts at Kendall College



Zonka practiced clinical dietetics at Christ Hospital and Medical Center in Oak Lawn, Ill., where she hosted cooking classes for patients and their families. She made a career leap to executive chef of the hospital, then opened a 90-seat public restaurant in the hospital lobby. Prior to joining Kendall College in 2007 as associate dean—responsible for assessment of faculty and student-learning outcomes—she was a chef instructor at The Culinary Institute of America in Hyde Park, N.Y., and the Illinois Institute of Art in Chicago. Zonka was named Registered Young Dietitian of the Year by the American Dietetic Association and Educator of the Year by the ACF Windy City Professional Culinarians. In 2009, Zonka launched a nutrition concentration in the School of Culinary Arts'

bachelor's program. She is a regular consultant and speaker, and in demand as an author on topics where culinary and nutrition intersect.

A complete agenda with topics and presenters is found at <http://www.personalchefsummit.com>. There's still time to sign up for the 2010 APPCA Summit to build your business and career this year!

REGISTRATION: \$349 includes the Welcome Reception on Friday, General Sessions and all breakout sessions on Saturday and Sunday, two Continental breakfasts, two lunches and transportation between the hotel and college. Guest tickets: for the Welcome Reception, \$75; for either lunch, \$50. To register for the Summit or for more info, visit <http://www.personalchefsummit.com> or call (800) 644-8389.

PRE-CONFERENCE: Bundle your Summit registration with a day of intensive personal-chef training at the Hotel Allegro, designed to launch your new business. See www.personalchefsummit.com for more info.



HOTEL: The eco-friendly Hotel Allegro, a 483-room Kimpton Hotel, is located on West Randolph Street adjacent to the Cadillac Palace Theatre in the heart of the theater district in Chicago's Loop. APPCA Summit rate: \$109 + tax single/double (\$20.00 per person for each additional person in room). Call to reserve at (800) 643-1500 **by January 16, 2010**. (Room availability is on a first-come, first-served basis. After the cut-off, the special APPCA rate is not guaranteed.) Mention the American Personal & Private Chef Association at the time of reservation. For more information, visit www.allegrochicago.com.

Borchardt Is APPCA's Chef of the Year

Candy Wallace, founder and executive director, is pleased to announce Carol Borchardt, chef and proprietor of A Thought for Food in Memphis, Tenn., as the APPCA's 2010 Chef of the Year.

"We are delighted to recognize a chef with as much experience, professionalism, skill and charisma as Carol for this year's Chef of the Year Award," says Wallace. "She is the epitome of 'today's culinary entrepreneur,' and a shining example of everything a personal chef can achieve, even in the midst of an economic downturn. She's an inspiration to all who aspire to become successful chefs and business owners." Wallace will present Borchardt with the 2010 APPCA Chef of the Year Award at the Hotel Allegro in Chicago on Feb. 19 during the 2010 APPCA Summit.



Borchardt's background in the culinary arts began with instruction from her mother, a prize-winning cook who developed original recipes while feeding her large family.

Cooking was Borchardt's creative outlet while living in Wisconsin and working in various areas of business there for more than 20 years. She honed her skills through self-instruction, classes for the home chef at Jill Prescott's Ecole de Cuisine in Mequon, and practical experience working for a local caterer on weekends.

Borchardt moved to the Memphis area in 1995 and opened A Thought For Food Personal Chef Service in April 2002. Through this highly personalized service, she seeks to bring thought and

care back to the home meals of our time-starved society and bring people back to the dinner table. Her passion for travel—especially Europe and the heart-healthy Mediterranean region—is reflected in much of her cooking, including training in Italian gastronomy at the Academia Barilla in Parma, Italy. Her specialties include vegetarian and ethnic cuisine, and her menu also has fun, healthy items designed to appeal specifically to children.

Borchardt trained in the personal-chef business by the American Personal Chef Institute. As an active APPCA member for many years, Borchardt helped write the Personal Chef International Code of Ethics and has served on the organization's Executive Advisory Committee. She is certified as a food-protection manager through ServSafe™ and the Shelby County Health Department (the same certification required of restaurant managers).

"Without a doubt, what I love most about being a personal chef is having a client tell me what a positive difference I have made in his or her life," Borchardt says. "Second on the list is being in control of my own time."

Borchardt has now followed in another of her mother's footsteps with award-winning recipes. She was the only APPCA chef to place in two categories in a 2005 APPCA recipe contest in New Orleans. Her End-of-The-Week Vegetable Barley Soup won first place in the soup category, and her Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash won honorable mention in the vegetarian category. Her Smokin' Chipotle Chili recently won an award in a local community chili cook-off. Five of Borchardt's original recipes are included in *The Fresh Market and Friends 25th Anniversary Cookbook*.

She also realized a lifelong goal recently by completing a self-published cookbook, a compilation of recipes from four generations of her family in *A Recipe Portrait, The Ramczyk-Platta Collection of Recipes*.

What is Borchardt's chief source of new ideas for her business? "Anyone who reads the APPCA forums already knows I'm an avid cookbook collector; I have around 700 now," she says. "I also use the Internet and food magazines a lot. However, what seems to happen is I seldom make a recipe from start to finish as it is written; I put my own touches to it, and by the time it is finished, it is something entirely new. A good cook should use a recipe as a guide and add his or her own touches. I have a lot of fun creating simply by opening the pantry or refrigerator / freezer and trying to use what is already available."

For more information on Borchardt and her successful personal-chef business, visit www.althoughforfood.com.

Alaska Snow Crab Tortilla Soup

A palate-specific recipe from the Alaska Seafood Marketing Institute
Yield: 6 portions

Alaska snow crab is recognized as one of today's best shellfish values thanks to its delicious flavor, stunning appearance and ease of preparation. It also enjoys widespread consumer appeal, whether steamed, sautéed or broiled. Harvested during the fall and winter season (and available frozen throughout the year), Alaska snow crab is sold cleaned and precooked, in cocktail claws, clusters, whole legs, split legs or lightly scored "Snap 'n Eat" legs—all easy to prepare and consistent in quality.



- 2 T. canola or olive oil
- 8 oz. onion, chopped
- 1 whole jalapeño, minced
- 2 cloves garlic, minced
- 10 oz. bell pepper, finely chopped
- 8 oz. tomato, chopped
- 12 oz. corn
- 8 cups water or low-salt chicken broth
- 7 oz. green chiles, diced
- 2 T. dried chile powder
- 1 T. chopped oregano
- 1 T. salt
- 2 corn tortillas, cut in ¼" strips
- Canola or olive-oil spray, as needed
- 1 tsp. chopped oregano
- ½ cup fresh lime juice
- 2 lbs. Alaska snow crab
- 1 avocado, cut into ¾" cubes

Method:

1. Heat oil in 6-quart saucepan. Add onion, jalapeño, garlic, bell pepper, tomato and corn. Sauté until softened, 5 to 8 minutes. Add water or broth, diced chiles, chile powder, 1 T. oregano and salt. Simmer about 30 minutes.

2. Place corn-tortilla strips on baking sheet. Spray lightly with oil spray and sprinkle with 1 tsp. oregano. Bake for 12 to 15 minutes at 350°F until crisp.

3. Assembly: Stir fresh lime juice into soup. Place crab pieces in hot soup. Simmer 1 to 2 minutes. Place in serving bowls. Garnish with avocado cubes and tortilla strips.

*Adjust spiciness with addition of more chile powder or a spicier chile powder such as ancho.

The Show Must Go On

Personal chef Karen Gill brings a dramatic flair to her business. *By Lisa Shames*

Milwaukee-based personal chef Karen Gill is having a blast, and it shows in her Web site (we love the '60s-esque graphics); in her roving Food Reporter videos where she tackles everything from a tomato romp in her hometown to boiled peanuts in North Carolina; and in the special dinners she creates for her clients (ask her about the Christmas party she created in July with only green and red food). But don't be fooled—it's not all fun and games for this former theater manager for the Marcus Center for the Performing Arts and stage manager for the Florentine Opera Company. "I take my business and my clients seriously, but I don't think of food as serious," says Gill. "It's not that I'm trying to laugh at myself or be silly, but food is something that makes people happy and makes them feel fulfilled, and that's what I'm trying to convey." And it seems to be working, with a thriving five-and-a-half year personal-chef business to prove it.



APPCA: How does one go from a theater manager to a personal chef?

Gill: For me, it was my desire to start my own business. My mom was an antiques dealer and wanted to do something like that. Food was my hobby. I was cooking all the time and throwing parties. I was constantly reading cookbooks and feeding my husband. I started doing research and decided that I'm going to be a personal chef. I wanted to cook for a living, but I didn't want to be a restaurant chef. Through my research, I found the APPCA and took a weekend seminar and said, "Oh, I can do this." That's how I became a career-changer.

APPCA: How did you get interested in cooking?

Gill: I don't have that beautiful story of a grandma from Italy and that kind of thing. I dabbled and pretty much burned every cookie I ever made as a kid. Cooking became a big deal in my life in college because it was entertainment. I wanted to cook, have people at my home and have the whole social experience of it. I like doing tasks that fulfill the basic human need. We've all got to eat. I love being able to perform that for myself and other people. Also, I like doing physical work, I enjoy the creativity of it and I like to eat. Sitting in front of a computer all day would really hurt me.

APPCA: Describe your business, Karen Cooks It.

Gill: My business is professional and yet it's very homey. I want to help people who can't or don't cook or don't have the time to cook. I'm not out there to make the latest, greatest amazing recipe to have all this notoriety. I like helping people with their food. My business is really the personal part of being a personal chef. It's finding out exactly how I can service my clients and keep them happy. In a superficial way, when I started doing research and looking at other Web sites, there's a lot of snobbery in food. I enjoy going to a fancy restaurant because I enjoy the food, but I don't really like the experience of it. I want to sit on the floor of my home and hang out with friends and maybe eat something that isn't perfect. That's what food is about for me.

APPCA: What makes your business special?

Gill: It's about the personal service. I know most chefs run their businesses that way, and yet I do see some chefs out there who tell the client, "This is how it's done and this is the only way I do it." I don't tell that to my clients. They tell me how they want to eat and how I can provide it for them. I'll be very upfront to say to somebody that I may not be the best fit for them. For me, the point of an assessment is to get to know each other and decide at the end of it if we want to work together. I don't assume an assessment equals a job.

APPCA: How does your theater background come into play?

Gill: I was always in management somehow. I was a stage manager with over 100 people. It's

classic management skills of being able to work with people of all different personalities. It's being able to handle emergencies. I'm very laid back. Stuff comes up and it's all about how we're going to get that fixed. I think that's where my theater background fits in. Also, to take it more literal, a dinner party, especially one served course by course, is like putting on a theater production. There is so much timing involved, having things ready at that moment and pretty lights.

APPCA: You started in 2004. What were those early days like?

Gill: Like any business, it took time. I quit my job cold turkey in May. I had done the seminar and built the Web site. I had sort of gotten ready and got everything in line. Thankfully, I had a husband who could help me out with that. By July I had my first job, and by September my first weekly client. I grew from there, but it was a slow growth. It was probably a good year-and-a-half before I was like, okay, I have a full-time job now. We just knew it would work, but also knew it would take time. It wasn't until the winter when I met somebody who told me, "You should be networking." And I said, "What's that?" That was all new to me, because in the theater world you didn't do that in the traditional sense. Once I started doing that, the business definitely turned around.

APPCA: How has your business changed?

Gill: You hear this from a lot of people: I learned I couldn't do it all. I have to be very selective in what I'm going to offer in terms of my marketing and what I do. In the beginning, I used to push a lot of business breakfasts. It was getting crazy, where I would be cooking on top of copy machines. I've never cooked for a lot of large groups. I've learned there are certain things that either I don't like to do or I'm not good at. I don't offer breakfasts anymore, and I only do events for 50 and under. I got smarter about what I like to do and where I can give the best service. For me, it's the regular meal service, what I call the "heat and meet," that's 90% of my business.

APPCA: I love your Food Reporter videos. Why did you decide to make those?

Gill: It's part of the whole social media thing. I'm a big Twitter person, and it's nice to be able to click on links. My husband's a video producer, so it's very easy since it's in-house. Our other hobby besides food is traveling. When we travel, he brings the video camera. I love street food in foreign countries. In the past we've just been enjoying them for ourselves. Honestly, there is an idea in the back of our minds that one day we'd like to get paid to travel. We see that Food Reporter could be a way into that world. It's not that I want to be Rachael Ray or Anthony Bourdain, but friends and family love them, and we have a really good time doing it. There will hopefully be new ones up every two to three weeks.

APPCA: You're tapped into the whole social-media scene. When did you start doing that and how has it affected your business?

Gill: This was a topic on the forums recently. A couple people out there are like, "Show me the clients; as soon as you show me the clients, I'll start doing it." Networking or social media is about building relationship, and it takes time to do it. I'm at the point where I'm getting my relationships more solidified. Because of Twitter, I follow a lot of food people. I have been in four articles in the local paper this year. I don't track specifically when I ask new clients how they heard about me, but there is some business coming from it. The clients I serve right now aren't on Twitter, but it's not about finding people directly. It's like a big net you throw out, and with the people and connections you make, the clients are on the end of that net. That's how it works for me, and that's why I think it's very important. And it's fun. I've met nice people and I've learned tons of things.

APPCA: How do you find your clients?

Gill: About 50% come in cold through the Web site. Then it's word of mouth and networking. Another great resource for me that's very enjoyable and has increased my business is befriending and knowing the other personal chefs in town. I'm not a fan of people talking about them as being the enemy or competition. My business probably wouldn't be as enjoyable without them. First of all, you can't take on every job that comes your way. You can refer business out, and business comes back to me. When we do larger events we have someone to call on for help.

My weekly client demand was so high, and everyone wants Mondays. So I started renting a commercial space and offering delivery. On Mondays, I can cook for four to eight people, but I can't do that myself. So I actually hired other personal chefs to help me. They can cook for their clients, as well. It's a big way for us to grow our businesses. It's still in its toddler stage. We're there every Monday and there's only room for major growth. I'd like to be renting that kitchen two to three times a week. If you have enough clients it's worth it. Without the kitchen, I couldn't have grown my business. I'm a least \$10,000 more ahead this year because of the kitchen.

APPCA: Where do you find inspiration?

Gill: One of the major inspirations is traveling. One of the recent articles we had in the paper, we were nominated as great hosts. A lot of our parties are themed on where we recently traveled. Our most recent large trip was to Peru. Peruvian food blew me away. I was really shocked at the variety and how delicious it was. Who knew alpaca meat was so tasty! There's a video of me eating a guinea pig. Going out to dinner helps, too. My clients challenge me, as well. I've taken a lot of classes in more natural and healthy cooking.

APPCA: How do you stay on top of current trends?

Gill: To be honest, most of my clients don't care about trends. When they want to do something special, I throw them some ideas. It might be different in L.A. and New York City, but a lot of my clients I cook for have children, and they just want good old food. When I throw a Cornish game hen or piece of halibut, they're like, "Oh, that's a little too fancy for us." Trends don't influence me or give me a big push. That doesn't mean I don't keep up on them, but they don't run my business.

APPCA: Any advice for those who might be thinking of taking the personal-chef plunge?

Gill: Oh, I wish I had something very magical to say! You have to be patient and don't take things personally. Food means so many different things to people. There is so much emotion behind food. Most of the time, we bring joy to people's lives, but sometimes the client doesn't like something or doesn't respond to e-mails or phone calls. As a businessperson, I would love to find out why they've gone away. There have been times when I let those bother me and took those personally, but you have to be a little thick-skinned when you are a business-owner. You can just do the best you can and know that you will please about 80% of the people. There's a lot of patience in the business, as well. You have to go with the flow. Networking is key, and there are a hundred different ways to do it. Honestly, I network 24 hours a day. You have to be your own advocate, because who else is going to talk for you?

To view Karen Gill's Food Reporter videos, visit <http://www.karencooksit.com/foodreporter.php>.

FoodChannel.com Announces Top 10 Food Trends for 2010



Experimentation nation, umami and food with benefits are just three of the top 10 trends to watch in 2010, according to the experts at The Food Channel® (foodchannel.com). The site released its top 10 for '10 based on research conducted in conjunction with CultureWaves® (www.culturewaves.com) and the International Food Futurists®.

Keeping It Real

In a back-to-basics economy, it is natural to return to basic ingredients. This isn't about retro, or comfort food, or even cost. It's about determining the essentials and stocking your

pantry accordingly. It is about pure, simple, clean and sustainable. It is—dare we say—a shift from convenience foods to scratch cooking.

Experimentation Nation

Restaurant concepts are in flux as people redefine what going "out" to eat means. Gastropubs, fusion dining, shareables and communal tables are all being tried. New concepts around "fresh" and DIY will do well. Experimentation is the trend, so we'll see concepts come and go.

More in Store

We predict growth in grocery stores, particularly as private label assumes prominence. Those old generics have morphed into their own brands, so that there is blurring and less of a caste system. Grocery stores are also doing things such as upgrading delis and fresh take-out sections, all the way to returning butchers to a place of prominence.

American, The New EthnicSM

This is all about flavor delivery. Immigration has come to the plate, and we are now defining a new Global Flavor Curve. Part comfort, part creativity, the latest flavors are coming from the great American melting pot. So, it's about grandma's food, but the recipes may be written in Japanese.

Food Vetting

You are what you eat! That's what's leading this trend—our constant need for assurance that we are eating the right things, that our food is safe, that we are not ingesting pesticides or anything that will someday prove harmful. Call it food vetting or sourcing—the issue is that people are asking where their food comes from.

Mainstreaming Sustainability

People have mainstreamed sustainability, unlike a year ago, when we were somewhat afraid to use the word. America is just now learning how to be sustainable, and Americans are holding themselves responsible. In 2010 we'll see people and companies becoming sustainable for authentic reasons.

Food with BenefitsSM

Call it what you will—nutritional, healthful, good-for-you—but this trend toward beneficial foods is growing at a pretty big rate. Expect food to either have nutrients added or have the word "free" (gluten-free, allergy-free).

I Want My Umami

The "foodie" has settled into a more universal designation of someone who loves food—not a food snob. They are just as likely to want a PB&J as they are to try the latest soft-shell-crab sushi. And they may put french fries on it! The point is experimentation and a willingness to try new things.

Will Trade for Food

In an era when you can rent a name-brand purse for a special event, we want to know how we can apply that same concept to consumables. So what do we do in a bad economy when we have more time than money and skills that we still want to put to use? We barter. We predict that we'll all see more of the barter system come into play now that technology can assist with connections.

I, Me, Mine

It's the rise of the individual. While sharing has come into its own in restaurant concepts, there is a separate but equal trend toward individuality. It's part of the reason why we are making our own cheese, smoking our own meats, and making our own specialty desserts. Expect more attention to the individual, but it's not just about portion size—it's also about food that reflects personality.

Read more about the Top Ten Food Trends for 2010 by checking www.foodchannel.com.

SIDE DISH

Give Me My Umami. According to Chicago-based trends forecaster Technomic, of its five trends for 2010, one of them, “Frontiers of Flavor,” predicts that umami will become a household word, at least among foodies. Expressions of the savory, earthy “fifth taste” will range from burgers and other hearty meat dishes to truffle- or truffle-oil-accented pasta, cheese, french fries and pizza. Beverage flavor frontiers of 2010 will include tropical ingredients (hibiscus flower, agave nectar, pure cane sugar). Starring in the American regional flavor pantheon is bourbon, used to sauce or spike everything from burgers to chili to desserts.

New Book: Simple Steps for Eating Clean. “Eating clean” combines three aspects of healthy eating: balanced overall nutrition, emphasis on unprocessed and unrefined foods, and healthy food preparation. While many Americans recognize the dangers of a diet heavy in processed foods, weaning themselves off such a diet can seem an overwhelming commitment. *The Complete Idiot’s Guide® to Eating Clean* (ISBN: 9781592579464, December 2009, \$16.95) by Diane A. Welland, M.S., R.D., shows readers how easy it is to change their eating habits one step at a time, without breaking their budgets or sacrificing taste. Beginning with the benefits of eating clean, the book teaches how to eat, what to eat (and what not to eat), and how to prepare foods for maximum benefit. For more info, visit www.Amazon.com, where the book is currently selling below list price.

Nutrition News You Can Use. The American Culinary Federation’s Chef & Child Foundation and Clemson University offer a series of monthly culinary nutrition-focused articles to bridge the nutrition gap for chefs by providing up-to-date research and nutrition-related information. Topics pinpoint information chefs need to offer healthier foods. Culinary Nutrition News articles are free and available for download the first Monday of each month. Download articles, share with colleagues or click the “Forward to a friend” button and share with family, friends and peers. January’s article, “Nutrition Resolutions for 2010,” which focuses on topics of importance for 2010—from nutrition for the Baby Boomer generation to balancing the plate—is available now at http://www.acfchefs.org/download/documents/ccf/nutrition/2010/201001_nutrition_resolutions.pdf.

C’est Fromage. “Cooking with Fromage: Turning Comfort Food into Comfort Cuisine” is a free online learning module that explores French cheese’s compatibility with a wide range of American favorites, from pizzas and burgers to mac-and-cheese. Geared toward home cooks and professionals alike, the e-learning module includes 11 downloadable recipes demonstrated by a CIA chef-instructor in streaming video. The module acts as a primer on French cheese, from aged mountain cheeses to luscious triple crèmes and creamy chèvres. It also includes information on how cheese-makers transform milk into blue cheese, how to store cheese properly and extend its life, which French cheeses melt well, why some cheeses have rinds and why some of those rinds are edible, guidelines for dealing with mold on cheese, and ideas for using leftover cheese. Recipes include Blue Burger D’Ambert, Fondue au Fromage, Macaroni and Fromage Rustique, and Bing Cherry Compote and Brillat-Savarin, among others. The module can be found at www.ciaprochef.com/COF.

