



Official e-Newsletter of the American Personal & Private Chef Association  
November/December 2010

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## **From Candy Wallace, Executive Director**

Finally, the U.S. economy appears to be turning a corner. While housing sales are still abysmally low, and employment has a long way to go to return to pre-recession levels, consumer spending is up, and the number of new applicants for unemployment is at its lowest in two years.

Americans are beginning to look to the future positively again, evidenced in part by restaurants starting to see lapsed customers return. Same-store sales are inching up, signaling the industry's

initial rebound to health. But this isn't the same restaurant industry as before. Big changes are on the way—on menus, in concept development and in the competitive landscape.

What does this mean to you? Trend-tracker Technomic recently announced dining trends for 2011. While much of its forecasting has only marginal application to the businesses of personal chefs, several broader insights could impact your success in the new year. One of many advantages successful personal chefs have over restaurants is their flexibility to quickly reinvent their business models in uncertain times.

**Frugality fatigue.** Penny-pinching was a novelty when the recession began; now it's gotten old. Anyone who can afford it will dip back into luxury in 2011. Meanwhile, the middle class will gravitate to reasonably priced but high-experience value. For personal chefs, this means that clients who cut back on personal-chef services during the recession will want to relish the solutions you once provided. Now's the time to review your client lists and reach out to former customers. Remember that each client defines "value" differently. For some, it will be price; for others, it will be convenience; for still others, it will be quality and breadth of services. Most likely, most of your clients will consider all three. Be prepared to show previous—and new—clients how you can deliver.

**Beyond bricks and mortar.** Technomic references food trucks, specifically, which saw a meteoric rise in popularity in 2010. Also unmooring restaurants from their traditional street corners are temporary or seasonal pop-up eateries and kiosks. But the larger message is that people are seeking meal solutions from those who seek *them* out. I recently presented at Women Chefs & Restaurateurs' National Conference in Pasadena on "How to Survive & THRIVE in This Economy," and the overriding theme was that ingenuity among those with culinary and business savvy can yield big dividends. That's more true for personal chefs than commercial chefs.

**Healthful vs. indulgent.** As federal menu-labeling requirements take effect in 2011, the restaurant industry is taking its cue from what personal chefs have always excelled at. Says Technomic, gluten-free fare will ramp up on menus, as will "under x calories" items. "Eating a little better" will translate into menu modifications, and "eating better some of the time" will lead to more innovations like "Meatless Mondays." As more restaurants copy the best practices of personal chefs in meeting special-diet demands, continue to market the services you provide that restaurants don't or can't, one of which is "palate specific" cooking. Remember, a personal chef is infinitely more versatile than a restaurant in meeting customers' diverse and unique meal needs. Promote well what you bring to the table.

As the year winds down, I'm reminded of all the things I'm thankful for, and at the top of my list is you. The APPCA is always here to assist you, helping you to thrive with your business—this year, next year and beyond.

*Candy Wallace*

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## Personal-Chef Training through February 2011

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](http://www.personalchef.com) for complete information.

- January 22-23, [San Diego](#)
- February 5-6, [L'Academie de Cuisine](#), Gaithersburg, Md. (greater Washington, D.C.)

[Click here for more](#)

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## Industry Leaders Encourage Women to Expand Their Career Horizons at WCR 2010 Conference

The theme of this year's Women Chefs & Restaurateurs National Conference in Pasadena, Calif.—“Balancing Act: Work, Life, Table”—addressed issues of women in culinary and hospitality who not only try to do it all, but are doing so in a tough economy. Candy Wallace, founder and executive director of the APPCA, shared insights on opportunities for women in the personal- and private-chef arenas during the opening presentation on November 7 titled “How to Survive & THRIVE in This Economy.” Wallace painted a landscape and offered tips and best practices for women who dream of becoming “today’s culinary entrepreneurs” with their own businesses.

“We predict that 2011 will be a pivotal year for personal chefs,” Wallace told the crowd of more than 100 women foodservice professionals and students. “While the economic comeback is expected to remain slow, with many Americans still out of work, more people are finally finding employment again, and will spend more on the conveniences that allow them to excel in other parts of their lives and the lives of their families. That’s where personal chefs will have a tremendous opportunity to launch and build successful businesses.”



Moderated by public-relations consultant and business-owner Trina Kaye of The Trina Kaye Organization based in Los Angeles, Wallace’s panel included Janet Carver, president of the Atlanta-based Research Chefs Association; celebrity chef Mary Sue Milliken, restaurateur, author and TV personality based in Southern California; and Beverly Hills-based Barbara Lazaroff, acclaimed interior designer and restaurateur and co-founder of the Wolfgang Puck restaurant empire. Fellow panelists described emerging career opportunities for women in the fields of Culinology®—the blending of art and science in such roles as menu and product development—food trucks and other “pop-up lifestyle” ways to bring food to where people congregate; and restaurant design and décor.

Next year’s WCR National Conference will be in Cambridge, Mass., November 5-7. For more info, visit [WCR - Women Chefs & Restaurateurs](#).

Pictured (l. to r.): Wallace, Carver, Milliken, Lazaroff. Photo by Ellen Callaway, Callaway Photo, [www.callawayphoto.com](http://www.callawayphoto.com).

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## Wallace Joins Culinary Advisory Board of The Art Institute of California-San Diego

Candy Wallace, founder and executive director of the APPCA, has accepted the invitation to serve on the culinary advisory board of The Art Institute of California (AICA)-San Diego for a one-year term.



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According to Laird Livingston, CEC, CCE, AAC, the AICA-San Diego's academic director of culinary arts, the program's professional advisory board is a sounding board for the industry, ensuring that the program follows industry standards and teaches the most current updated curriculum with industry-approved kitchens and certified chefs meeting the American Culinary Federation's (ACF) standards of excellence for accreditation.

Wallace bring nearly 40 years of dedication to the foodservice industry—the last 17 as the foremost authority on personal chefs in the United States—to her role at AICA-San Diego. Her many accolades include Entrepreneur of the Year from both the International Association of Culinary Professionals' (IACP) and the Cordon d'Or - Gold Ribbon International Culinary Academy Awards.

For her career-long support of and contributions to formal culinary training in the United States, Wallace received a Medallion of Excellence from the Foodservice Educators Network International (FENI).

The Art Institute of California-San Diego—one of more than 40 Art Institutes schools located in major cities throughout North America—offers diplomas and associate degrees in culinary arts and baking-and-pastry arts and a bachelor's degree in culinary management through The International Culinary Schools<sup>SM</sup> at The Art Institutes. The school's dining lab and public restaurant, The Palette, is operated by senior-level culinary students and overseen by professional chef faculty. Art Institutes schools have provided career-oriented education programs in design, media arts, fashion and culinary for more than 35 years, and boasts more than 150,000 alumni as a system.

For more information on The Art Institute of California-San Diego, visit [Art, Fashion Design, Culinary Arts Schools - The Art Institutes](#).

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## New Marketing Videos Help APPCA Members Promote Their Services to New Clients

The APPCA recently debuted two videos, designed to help personal chefs grow their businesses.

"How to Hire a Personal Chef" and "Personal Chef Services," featuring the APPCA's founder and executive director, Candy Wallace, are available to members' clients to explain in simple, straightforward terms personal-chef services, duties and pricing. "Now, for the first time, personal chefs have an easy-to-use tool for their clients that depicts the real-life meal solutions that personal chefs offer," says Wallace.

Each video consists of multiple segments of two to four minutes each, and each segment addresses a different aspect of determining need, selection and contracting the services of a

personal chef. “For new clients, these short, informative videos are ideal for helping our members communicate their services and grow their businesses as a result,” Wallace says.

The videos will soon appear on the APPCA's Web site, but are available now to view at:

[How to Hire a Personal Chef](#)  
[Personal Chef Services](#)

Additionally, Wallace offers favorite comfort-food dishes of personal-chef clients, walking the viewer through the steps to create miniature apple meatloaves with Asian five-spice glaze, nutmeg mashed potatoes with gravy, orange/jalapeño/mustard chicken breast, sautéed asparagus and roasted vegetables in a bell-pepper “boat”—along with food-safety instructions for proper storage and rethermalizing—at [Comfort Food Recipes](#).

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## Grape & Brie Fritters

*A palate-specific recipe from the California Table Grape Commission.*

*YIELD: approx. 40 2” fritters*

The average American consumes about 8 pounds of fresh grapes per year. California grapes are fresh through January, and for holiday parties or catering, these bite-sized beauties combine the natural sweetness of red seedless grapes with the rich umami of Brie cheese, with a pleasing crunch.

1 cup water  
½ cup ½” pieces butter  
1 cup all-purpose flour  
8 oz. Brie, diced  
3 eggs, beaten  
¼ tsp. salt  
2 cups halved red California seedless grapes  
Oil for frying, as needed

### Method:

1. In a saucepan over medium heat, place the water and diced butter. Cook gently until the butter has melted, then bring to a rolling boil. Remove the pan from the heat and pour all of the flour in at once. Stir with a wooden spoon until the mixture is smooth and comes away from the sides of the pan. Let cool slightly.
2. Place the warm flour mixture in the bowl of a mixer. Add the diced Brie and mix with the paddle attachment until well combined. Mix together the egg and salt and gradually add to the dough, beating well between each addition. Stir in the grapes.
3. Deep-fry 5 to 6 spoonfuls of batter in 350°F oil, turning the fritters occasionally as they cook. Cook for 3 minutes or until the fritters are completely puffed and a dark golden brown. Drain well and continue with remaining fritter batter. Serve warm.



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## Heat Seeker

Juan Montalvo channels his passion for cooking healthy, flavorful food into his South Florida personal-chef business, "The Hungry Cuban." *By Lisa Shames*

You'd think after a long and successful career as a firefighter/paramedic for the city of Deerfield Beach, Fla., Juan Montalvo would simply kick back and enjoy his hard-earned retirement. But Montalvo is no couch potato. Rather, he opted to take this love for cooking Latin-inspired dishes and his passion for health and nutrition—he's also a certified personal trainer—to create The Hungry Cuban, a personal-chef service in South Florida. Here's how he did it.



**APPCA: How did you get interested in cooking?**

**Montalvo:** I learned by looking at my grandma cook when I was growing up. When I got in the fire department at 20 years old, I realized either I would have to cook or I'd have to eat fast food, and I didn't like that. I learned how to cook from a lot of people—look and learn. If you have a recipe and you can follow directions, you can create a beautiful meal. Then you can always make it your own.

**APPCA: Why is cooking important to you?**

**Montalvo:** One of the biggest things, and something I don't see a lot of anymore, is families at the dining-room table spending time together over a meal. That's something we always tried to do when our kids were growing up. What helps me with the cooking is my goal is to bring families back to the table basically one meal at a time.

**APPCA: Why did you decide to go to culinary school?**

**Montalvo:** For 25 years I was a firefighter. I probably cooked 95% of the time during all those years. It's always been a passion. When the guys would be watching football games, I would switch it to the Food Network. They would complain, obviously, until I made a beautiful meal for them.

Once I retired in January 2008, I started a health and nutrition Web site. I created these three- to five-minute videos on YouTube showing people how to make healthy meals. All you see is my hands working. I realized that on my health and nutrition Web site most of the people were following me because of my food videos, and they wanted more. I was a good cook, but I wasn't a chef, and I wanted to take it to the next level. My wife and I were talking one day and she suggested I go to culinary school, which really surprised me because it's not cheap. She said, "Well, you're retired, you're still young, go for it." I did the diploma program at the International Culinary School of the Art Institute. It was a great experience and I learned a lot. I decided not to do the associate or bachelor's program only because I knew I wasn't going to be an executive chef at a hotel or something like that. Basically I went to culinary school to learn how to cook. Now I can take that knowledge and use it with the type of cooking I like to do. It was a neat experience and, honestly, it goes a long way having that stamp of approval as a certified chef.

**APPCA: What was it like switching careers after so many years as a firefighter?**

**Montalvo:** The beauty of it was that I started at an early age, so I was able to retire at 48 and have a good pension. I knew I wanted to do something in health and nutrition. I became a personal trainer and helped some people out. That's why I started my Web site. Most of the people following me were asking me about more cooking videos and how to make them healthy. Through my whole process of culinary school, I was blogging about it. Most of what you cook in

culinary school isn't very health conscious—lots of butter, bread, pastries and stuff. And now most of my followers are saying it's time to take all that and make it healthier for us.

**APPCA: What was the reaction from your friends and family?**

**Montalvo:** A lot of my friends were like, It's about time! There's not a week that doesn't go by that at least two or three times we have people over. We are part of a church. Both of my kids are in college and they're part of the school's ministry. So we're like the college shepherding parents. Usually there are about 35 kids from Florida Atlantic University who are willing to come over and eat with us. We love the kids; it keeps us young.

My daughter just moved to Florida State in Tallahassee, and we just went up there for her birthday, and the first thing she said was, "Dad, you have to make dinner for me." I made her favorite: *ropa vieja* with black beans, rice and plantains, and I made her a lactose-free ice-cream cake because she is lactose intolerant. She's also gluten intolerant. I just make the right changes and use the right ingredients. It's not that hard.

Friends and family have always been really supportive of my desire to be a chef. It's interesting that once you've become a chef, though, they don't invite you over for dinner anymore [laughs].

**APPCA: Describe what it was like preparing meals at the firehouse.**

**Montalvo:** At the firehouse we bring breakfast or lunch with us. We work 24 hours on, 48 off. In that 24-hour period we work like everybody else eight to 10 hours a day. But when normal people go home at 5 o'clock, we stay there.

Usually at the beginning of the day we figure out who's going to cook. Most of the time it was me because I wanted to cook. I throw some suggestions out there and we figure out what we want to eat. Everyone pitches in \$7 to \$10. We go to the grocery store and pick up everything and hopefully a call doesn't come through.

Then when we come back to the station, I grab some of the young guys to do some prep for me. For dinner we sit down like a big family. You're living with some of these guys and girls for one-third of your life and you know them better than some of their spouses do. We're all there goofing and talking about silly things and eating a great meal. My smallest station toward the end of my career had only four of us, and I've been at bigger stations with 20. It's a lot of one-pot meals, stews, spaghetti and meatloaf, things that we can eat and reheat quickly and that will fill us up. The main thing about the firehouse food is to make sure you have enough food. They let you know real quick if there wasn't enough.

**APPCA: Where did the recipes for those meals come from?**

**Montalvo:** A lot of stuff came from my own Cuban heritage. I watch a lot of the food channels. I take things and tweak them, make them healthier and make them my own. If it has an ingredient I don't like, I'll change it and add my own twist to it.

It was funny when I turned 40 and I realized I still had 10 years in the fire service. As captain I was in the front lines doing a lot of physical work, and I realized I needed to make sure I could do the job. Throughout the years, you end up putting on a little bit of weight. When the Firefighter Combat Challenge came into town, I did it to see if I still could. I did well, but I knew I needed to get in better shape. I ended up doing Body for Life. That stirred things in my mind and I started reading some of their books and how they ate and I started cooking that way. At first the guys didn't like it—until they started getting healthy and losing weight and then they loved it. Then I became a personal trainer. I became known as the "Nazi Captain" because if they were eating a donut, I made sure to let them know I knew.

**APPCA: Why did you decide to become a personal chef?**

**Montalvo:** At first I thought about starting a food truck when I was still going to culinary school. I was going to do a healthier Latin version. But when I was doing the research I realized there were

a lot of restrictions. I thought this wasn't for me. Then I also thought, I'm 50 years old now and even though I'm in great shape, I really didn't want to work on the line where I'm making \$8 or \$10 an hour. I didn't want to be a private chef, since I like my time. I'm very involved with my church and family, so I wanted it to be flexible.

I started doing some research online and I found the APPCA. I was blown away by the amount of information that was out there. Two weeks before I got out of school, Candy [Wallace] was doing a one-day course in Orlando. I drove up to Orlando, which is three hours away, and took the course and got my APPCA certificate. I figured out that's what I like to do. I don't like being in the back of the house. I enjoy cooking the meal, presenting to somebody and seeing the smile on their faces when they taste it and enjoy it. Being a personal chef is a great opportunity and gives me the flexibility of when and how I want to do it. I can create my own food and I don't have to stick to a corporate menu. I can experiment. I can be myself.

**APPCA: Describe your business, The Hungry Cuban.**

**Montalvo:** I created the Web site to feature all my services and what I do. I still have my blog that I carried over from my other site. So, I still have a lot of health and nutrition information—how to eat right, what to eat, what not to eat. If someone signs up for my newsletter, they'll get a report I created of the top 17 weight-loss foods. I've had a lot of people who just follow that report and they lose a lot of weight. The Web site started off as my desire to cook my healthy Latin style of food, but I kept a lot of my health, nutrition and fitness information on there. I try to give people as much as I can on the site.

**APPCA: Describe your cooking style.**

**Montalvo:** It's healthy Latin fusion. I try to incorporate a lot of different things to it. The other day I made a Cuban lasagna [<http://www.thehungrycuban.com/how-to-make-cuban-lasagna>]. Basically instead of pasta, I used super-thin cut plantains as my pasta layers with beef and vegetables. But I'll do whatever the customer wants. For me, I always go back to my roots. I was born in Cuba. I came here when I was 9 months old. My parents divorced and I grew up with my mother and grandmother. Latins are very much into Sunday get-togethers, but the food tends not to be the healthiest. So I've tried to change that. I'll do a little bit of flash-frying, but I don't do the deep-frying or using the lard and stuff like that. It's good every once in a while, but not on a regular basis. If you eat healthy during the week and then you splurge a little bit on Saturday and Sunday you'll be fine. It's about moderation, not elimination.

**APPCA: How does your background as a certified personal trainer come into play?**

**Montalvo:** As a personal trainer, I'm more aware about eating the right foods at the right times and creating special meals for clients who are losing weight, on a salt-restriction diet, diabetic or issues like that. Just having my background as a paramedic and personal trainer, I can take information that the doctor gives me to create meals following their recommendations. Being a personal trainer has really helped me to make good decisions about what they eat. My motto on my last site was "Your choices today will help create who you become tomorrow." That's so true.

**APPCA: What might surprise people about your job as a personal chef?**

**Montalvo:** That my food, even though it's flavorful, is healthy. People think healthy food is about eating rice cakes and brown rice, which I love and I eat. As long as you know how to combine good, healthy, natural ingredients like local fresh fruits and vegetables and good lean proteins you'll be fine. Not that I don't eat a good steak or burger—I make a mean burger—but it's not something I eat on a regular basis.

**APPCA: What do you find the most challenging about being a personal chef?**

**Montalvo:** Lugging things around. You're basically taking your office with you.

**APPCA: You're quite involved with social media. How did that come about?**

**Montalvo:** Being online with my other Web sites, I started doing a lot of online marketing. I have a knack with how to be friendly on Facebook and Twitter. My YouTube channel alone has over

2,300 followers. My goal is to provide good-quality content on the site that will help them—not just to lose weight, but to live a healthy lifestyle for themselves and their kids.

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

**Montalvo:** Patience. That's never been my forte, and really serving people. We live in such a “me” society where people are just focused on doing their own thing that going that extra mile goes a long way. If somebody in my personal-chef business asks me to do something I normally wouldn't do, as long as it's righteous, I'll do it. Life is about giving back to people. I realize how much I've been blessed, and if I can turn around and bless others, that's a great opportunity that God has given me.

**APPCA: Future plans?**

**Montalvo:** I still want to get a food truck. That would be a great opportunity to show my talents to other people by bringing my food to them. Maybe the Food Network, who knows? I've applied to be on “The Next Food Network Star” before. I didn't get accepted, but that doesn't mean I won't the next time. I enjoy being in front of people and entertaining them with my food.

**APPCA: Advice for those wanting to become personal chefs?**

**Montalvo:** Love what you do. If you can go to culinary school, go. I know a lot of great chefs who learned by doing, but personally it was such a great experience to be part of that environment and be in the kitchen and learning from master chefs the tricks of the trade. If not, continue learning. We are always learning something new. I'm always reading and doing research online and just doing whatever I can to make my food better.

*For more information about Montalvo and The Hungry Cuban, visit [www.thehungrycuban.com](http://www.thehungrycuban.com).*

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## Americans' Hurried Lifestyles Has Greatest Impact on Eating Behaviors Over Last 30 Years

Thirty years ago when The NPD Group, a leading market-research company, began continuous tracking of America's eating behaviors, 72% of main dishes at dinner were homemade. Today 59% of main dishes are made from scratch, with many households preferring ready-to-eat and frozen foods and assembling a meal rather than preparing it, according to NPD's National Eating Trends®.

"The fast and hectic pace of the lives we lead has had the single greatest impact on this country's eating behaviors," said Mark East, president of The NPD Group's North American food and beverage unit. "It's clear by the changes we've observed over the past 30 years that the Google generation wants things now."

According to National Eating Trends data, Americans are eating many of the same foods they ate three decades ago, but how and who prepares the foods has changed. A sandwich is still among the top foods consumed, but 30 years ago the sandwich was prepared by someone in the household. Today that sandwich is more likely ready-to-eat, frozen or prepared by a restaurant or foodservice outlet than ever before.

"Americans have an ever-increasing need for convenience when it comes to eating," says East. "We fully expect this trend to continue as ready-to-eat meals prepared outside the home and eaten in-home, fresh and frozen foods are all forecasted to grow notably in the next decade."

Other time-saving behavioral shifts National Eating Trends has captured are:

- The average number of food items used per meal decreased from 4.44 in the 1980s to 3.5 in 2010.
- Year-round grilling, microwave ovens and slow-cookers are among the appliances that helped make meal preparation easier and more convenient.

The percent of meals cooked by a microwave has doubled since the 1980s. Households using a slow-cooker at least once in a two-week period jumped 67% from the 1980s to 2010. More than one-third of American households use the grill to make a meal at least once in a two-week period. The need for convenience in meal preparation will continue to grow over the next decade, according to NPD's A Look into the Future of Eating report, which provides a 10-year forecast of eating trends based on generational influences, population and trend momentum gathered from National Eating Trends. According to the NPD study, over the next decade, stovetops and microwaves will remain the most frequently used appliances for meal preparation, but usage of slow-cookers is forecast to increase by 16%, and grilling is expected to grow by 11%.

"Saving time motivated many of the trends we've captured in National Eating Trends over the past 30 years," says East. "As our lives get busier and busier, saving time will continue to be an increasingly important factor in deciding what, when, where and how we eat."

## SIDE DISH

**Promoting Whole Grains.** Chefs, health professionals, nutrition experts and R&D scientists will converge on Portland, Ore., for the Whole Grains Council conference, Jan. 31 to Feb. 2, which will explore best ways to help more people enjoy more whole grains. The conference will offer a mix of scientific sessions, cutting-edge marketing advice and full-flavor meals featuring whole grains. The organization offers continuing-education credits for registered dietitians. Pictured, chef and author Jesse Cool, owner of CoolEatz™ restaurants and catering based in Menlo Park, Calif., cooks up whole-grain macaroni and cheese for the kid in all of us. To learn more, visit [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org).



**When Crabby Is Good.** The 2010 harvest season for Alaska's largest crab fisheries opened October 15 and will extend into March. Alaska king crab is the largest and most impressive of all shellfish, prized for its sweet flavor and rich, tender, white body meat. The Alaska snow crab is known for its signature big clusters, and has a delicately sweet flavor with snowy-white meat. Snow crab continues to offer great value. The history of commercial crab fisheries in Alaska waters extends back to 1930, and today, Alaska fishermen continue the tradition by braving the icy waters of the North Pacific and Bering Sea to harvest Alaska. For more than 50 years, Alaska has been dedicated to sustainable seafood. For recipes like these Crunchy Alaska King Crab Tostones, visit [www.alaskaseafood.org](http://www.alaskaseafood.org).

**Cake on a Stick!** Just in time for the holidays, Cake O Licious cake pops are the hottest in-demand treat, now on a national delivery schedule. "Our clients are raving about these delectable 'cake lollipops,'" says co-owner Stacey Barabe. The women behind Cake O Licious, two veteran event planners, Stacey and Laura, in a faltering economy took their artistic

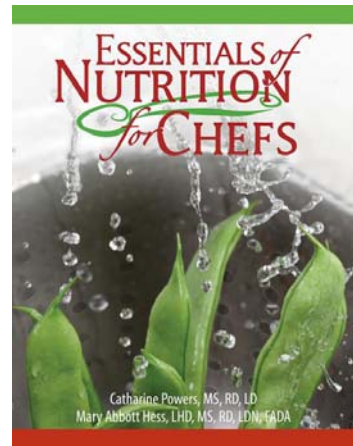


talents, creative flair and event-planning savvy experiences to launch the company in early 2010. Cake O Licious cake pops come in a variety of flavors, styles and customizations at reasonable prices. New holiday flavors include cinnamon and chocolate mint. For more information, visit [www.thecakepop.com](http://www.thecakepop.com).



**The “A” in Xmas Is for Avocado.** Celebrate the holidays with festive red and green Tuna Tartare with Avocados, Scallions and Organic Soya from Devereaux’s in Greenville, S.C. The smooth, creamy texture and nutty, buttery flavor of the Hass avocado complements the tender bits of tuna and diced, crisp English cucumber. With avocados being very popular now (according to Foodservice Research Institute, more than one in three foodservice operations mention it on the menu), Hass avocados are always in season to bring joy. Visit [www.avocadocentral.com](http://www.avocadocentral.com) for winter menu ideas.

**Finally, Nutrition for Chefs!** Culinary Nutrition Publishing, LLC, recently released *Essentials of Nutrition for Chefs* by Catharine Powers, MS, RD, LD, and Mary Abbott Hess, LHD, MS, RD, LDN, FADA, well-respected educators known for their commitment to bridging the gap between culinary art and nutrition science. *Essentials of Nutrition for Chefs* (416 pages, \$65) presents a unique look at nutrition through the lens of food and is designed to help chefs prepare food that is as healthful as it is delicious. In addition to practical applications of nutrition principles, the book showcases working chefs around the country and real-life scenarios from a variety of operational perspectives. *Essentials of Nutrition for Chefs* features advice, charts, best-practice tips and guidance from 65 food and nutrition experts. All 35 recipes have been standardized, tested, calculated and converted into both food exchanges and carb-counting units. For ordering info, visit [www.nutritionforchefs.com](http://www.nutritionforchefs.com).



**Rising-Star Chef Preaches Passion.** Thirty-one-year-old Gavin Kaysen, executive chef at the acclaimed Café Boulud in New York City, spoke to 49 graduates at The Culinary Institute of America (CIA) about their need to be passionate in their career choice during his commencement address at the college on October 22. “Passion will not be conferred upon you at some later date. You either have it now or you don’t,” said Kaysen, who, in the last six years, has been honored as a “Rising Star” and “Best New Chef” by *Food & Wine*, *Restaurant Hospitality*, *Riviera* and *Gayot* magazines, as well as by the James Beard

Foundation. “I was raised in Minnesota at a time when beets came out of a can and green beans from a frozen box. You all were born into a more evolved culinary world. But, standards keep rising. Customers are more sophisticated and demanding than they have ever been.”

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