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TWO CHEFS WIN FIRST PLACE IN 2010 HEALTHY CHEF CONTEST

*Recipe Contest Inspires Creative Strawberry Recipe Innovation
and Encourages Healthier Eating*

Watsonville, CA (March XX, 2010) – Today the California Strawberry Commission announced the winners of the first ever British Columbia Produce Marketing Association’s Healthy Chef Competition to uncover the most innovative appetizer and dessert recipes incorporating California strawberries. This competition was part of the 11th Annual Healthy Chef Competition held in Vancouver, BC to help increase awareness and consumption of fresh fruits and vegetables in British Columbia.

The strawberry recipe competition, open to executive chefs, sous chefs, cooks and apprentices, turned out dozens of creative and mouth-watering dishes. After reviewing the recipes, the California Strawberry Commission selected winners based on criteria such as flavor, creativity, appearance, consumer appeal – and the way California strawberries are showcased in the dish. Following are the chefs, their associations and their winning recipes:

1st Place Winner – Appetizer

Recipe Name - Prawn & California Strawberry, Potato Crisp Mille-Feuille

Chef - Boban Kovachevich

Restaurant – Executive Hotels and Resorts

Runner-up

Recipe Name – Halibut Ceviche

Chef – Kyle Mar

Restaurant – International Culinary School of Art Institute

1st Place Winner – Dessert

Recipe Name – Chocolate and Strawberries

Chef – Miranda Williams

Restaurant - Restaurant Plaza Hotel and Conference Centre

Runner-up

Recipe Name – Fire Roasted Strawberry Tower

Chef – Sharif Razak

Restaurant – Executive Airport Plaza Hotel

Two Chefs Take First Place in 2010 Healthy Chef Contest

“We’re pleased to participate in this event and would like to congratulate the winners of the contest,” said Chris Christian, vice president, marketing, CSC. “It’s great to see the excitement and creativity around strawberries, and we hope that these types of events help more people learn how to get more fruits and vegetables into their diets.”

First place winners were recognized at the Healthy Chef Award Ceremony on March 17 at the Hyatt Regency Vancouver.

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- **iPhone App** – Download the free strawberry recipe iPhone app: <http://bit.ly/8LANJo>

About the California Strawberry Commission

The [California Strawberry Commission](http://www.CaliforniaStrawberryCommission.com) is a state government agency that represents an industry of more than 500 growers and 60 shippers and processors of California strawberries. With a focus on food safety education, Commission strategies also include production and nutrition research, trade relations, public policy and marketing communications.

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