

### About the Produce Excellence in Foodservice Awards Program

The United Fresh Foundation's Produce Excellence in Foodservice Awards Program pays special tribute to chefs and their companies for excellence in the use of fresh produce in the culinary arts.

Through a competitive application process, one finalist in each of five business categories is selected based on his/her excellence in incorporating fresh produce into menu development, using protocols for correct storage and handling of produce, produce-related community outreach and building an overall positive dining experience that features fresh produce. The five business categories are: Business in Industry & Colleges, Casual & Family Dining Restaurants, Fine Dining Restaurants, Hotels & Healthcare and Quick Service Restaurants. All finalists receive complimentary registrations, travel and hotel accommodations to the annual United Fresh convention, where they and their companies are honored during the association's Annual Awards Banquet.

While only a few of the many thousands of chefs from across the country can be recognized through this program, United Fresh salutes all chefs working to promote the consumption of fresh fruits and vegetables and the better health of their diners. This program honors all of their efforts and serves to promote role models of excellence across our industry and the foodservice sector.

Special Thanks to our Sponsor



### Look for the 2011 Produce Excellence in Foodservice Awards Program!

Applications for the 2011 Produce Excellence in Foodservice Awards will be available this fall, with winners to be honored at the United Fresh Convention. We encourage all foodservice establishments and produce marketers to use this program to honor the chefs that work everyday to incorporate fresh fruits and vegetables in the culinary arts.

Applications for the 2011 Produce Excellence in Foodservice Awards Program will be available on the United Fresh website: [www.unitedfresh.org](http://www.unitedfresh.org).



# PRESENTING THE 2010 *Produce Excellence in Foodservice* AWARD WINNERS

Honoring the Use of Fresh Produce in the Culinary Arts

On behalf of the United Fresh Board of Directors, all of our members and our program sponsor, Pro\*Act, LLC, we are proud to introduce the recipients of the 2010 United Fresh Produce Excellence in Foodservice Awards in the following categories:

#### CASUAL & FAMILY DINING CATEGORY:

##### *Chef Christopher Jackson*

Executive Chef & Owner, Ted & Honey, Brooklyn, N.Y.



Chef Chris' longtime dream of opening his own small café and market, where everything is made from scratch, came true with the birth of Ted & Honey in 2008. An enthusiastic advocate for produce growers, Chris makes it his mission to support local farmers and cooperatives while making the best fresh food possible. His daily menu dazzles Brooklyn diners with fresh ingredients, as well as his own line of from scratch ketchups, mustards, pickles, salsas and jams, all of which include fresh produce. Additionally, he is exposing Brooklyn's youngest diners to fresh produce early on in life with his own line of housemade baby foods, including flavors such as wild blueberry, fuji apple and Anjou pear. Chef Chris' work was featured in the documentary film "Here We Grow," which showcased his efforts to partner with farmers on his menu items. Chris prides himself on weaving the freshest seasonal produce, complemented with produce from his own gardens, throughout his weekly changing menus. Chris is also on the cutting edge of the "green" movement, utilizing a grassroots recycling program that re-incorporates organic waste into compost for the organic rooftop garden at the restaurant.

#### QUICK SERVICE CATEGORY:

##### *Chef Thomas John*

Senior Vice President and Executive Chef, Au Bon Pain, Boston, Mass.



With a creative approach to "beyond the ordinary" cuisine, Chef Thomas John has become an ambassador of healthy, flavorful foods in the quick service restaurant industry. Chef Thomas' concepts focus on health and wellness, incorporating freshness, speed of service and portability for the more than 230 Au Bon Pain restaurants. Through his culinary leadership, Au Bon Pain's menu has grown to feature off-mainstream produce products, including sandwiches with fennel and radicchio and salads and sandwiches with pears and apples. His "Portions" concept, which prominently features fresh produce, was named "#1 Best Nod to Smarter Eating" by *QSR Magazine*. Recognized internationally for his innovative cooking style, he was named one of *Food and Wine's* "America's Best New Chefs" and by The James Beard Foundation as Rising Star of American Cuisine. He currently serves as guest instructor at Boston University's Culinary Arts Program and on the Advisory Council for Harvard University's dining services.

#### FINE DINING CATEGORY:

##### *Chef Sydney Meers*

Chef/Owner, Stove, The Restaurant, Portsmouth, Va.



Throughout the decades, Chef Sydney's award-winning cooking outside the box has delighted and amazed diners in Southeastern Virginia. In 2006, he "turned on" his latest concept, Stove, The Restaurant, in the emerging Port Norfolk neighborhood of Portsmouth. A founding member of Slow Foods Hampton Roads, he was an early leader in supporting small local farmers and vintners and incorporating fresh produce into his menus. Meers' menu changes every six weeks and features whimsical, upscale Southern cuisine incorporating both fresh local and fresh exotic produce. On his menu, you'll find dishes incorporating roasted fennel, hubbard squash, cucumbers sautéed in heavy cream, crowder peas, green tomato butter and more. From house-made cheeses with fresh herbs to chutneys and relishes from scratch to delectable fresh fruit sangria, fresh produce has a spotlight role throughout Chef Sydney's menu. For the past five years, he has been listed in the Top 10 Chefs, Platinum Plate Awards, for Tidewater, Virginia.

#### BUSINESS IN INDUSTRY & COLLEGES CATEGORY:

##### *Chef Fred Raynaud*

Corporate Executive Chef, Guest Services, Inc., Fairfax, Va.



Chef Fred Raynaud respects and values fresh, local, and seasonal as three of the cornerstones of "True Food" – the basis of all which new concepts are executed within his company. Each concept that he has developed highlights fresh produce including: *Nature's Table* - spotlights fresh produce items ranging from local to global; *Sprouts* - showcases innovative salads with adventurous ingredients; *Thrive* - features grab'n'go salads made with sustainable products; *Eurorap* - crafts European style wrap sandwiches featuring fresh vegetables. Presiding over Guest Service's Culinary Innovation Center, Chef Fred oversees all company chefs and is responsible for research and development, quality assurance, and rollout of corporate food and beverage concepts. He is also responsible for developing the training program for all Guest Services culinarians that includes segments on produce handling and *garde manger*. With over 30 years of experience, Chef Fred has earned significant respect from his peers, including his selection as one of 25 chefs to try out for the 2012 Culinary Olympic Team, as well as gold medals from the National Capital Chefs' Association and the Escoffier Award from the Palm Springs Chefs' Association.

#### HOTELS & HEALTHCARE CATEGORY:

##### *Chef Michael Reich*

Executive Chef, Renaissance Chicago Hotel, Chicago, Ill.



Chef Michael Reich's creativity in menu design is literally "growing" when it comes to fresh produce. On the 3rd floor of the hotel resides a 100% organic rooftop garden that spans 80'X 80' feet where he harvests a wide range of fresh produce and herbs that are featured on his menus, which changes seasonally. In addition, Chef Michael likes to be surprised with new and unusual produce offerings from his distributor so he can "wow" his guests. This is reflected in his adventurous menu, which includes recent additions such as fingerlimes with fish in a citrus sauce as a 'mock' caviar, roasted organic multi-color beet salad, porcini dusted scallops with wild mushroom risotto, asparagus, and tomatoes and strawberry baked Alaska. Chef Michael believes in training the "next generation" and recently implemented a mentoring program for up-and-coming chefs. In addition to being the guest opening chef at eleven Renaissance & Marriott Hotels over his career, he has also been a judge for the College of Du Page Culinary final exam and a member of the advisory board for the Robert Morris College Culinary Program. Most recently, he received the President's Medallion from the American Culinary Federation.

