



MONTEREY BAY AQUARIUM

TABLE OF CONTENTS

Seafood Watch Press Kit

Click on headings below to get directly to a specific release within the press kit.

1. [Seafood Watch main news release](#)
2. [Seafood Watch fact sheet](#)
3. [Seafood Watch restaurant program](#)
4. [*Cooking for Solutions 2008* main news release](#)
5. [Seafood Watch Spanish card news release](#)



MONTEREY BAY AQUARIUM

NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact:

Ken Peterson (831) 648-4922; kpeterson@mbayaq.org

Alison Barratt (831) 647-6856; abarratt@mbayaq.org

‘SEAFOOD WATCH’ HELPS CONSUMERS AND BUSINESSES PROTECT OCEAN WILDLIFE THROUGH SEAFOOD CHOICES

It was once thought that the ocean’s supply of seafood could never be exhausted. Today, an ever-increasing demand for seafood is putting our oceans under severe pressure worldwide. The Monterey Bay Aquarium’s *Seafood Watch* program works to broaden awareness of the links between the seafood on our plates and the health of our oceans as it helps consumers and businesses choose seafood that supports environmentally responsible fishing and fish farming practices. It’s a buying decision that can contribute directly to ocean health.

“Fisheries conservation is one of the most important marine conservation issues today,” says aquarium Executive Director Julie Packard. “It’s an environmental problem whose solution is in people’s hands every time they buy seafood. Through *Seafood Watch*, we want to give people the information they need to make wise choices when they shop.”

Since its debut in 1999, the *Seafood Watch* program has grown to include six regional pocket guides, with three Spanish-language options, featuring popular seafood found in different regions of the United States. Pocket guides are updated every six months to reflect ongoing research, ranking seafood as “Best Choices”, “Good Alternatives” or “Avoid”.

In partnership with zoos, aquariums and other institutions across the U.S., the Monterey Bay Aquarium has put over 22 million *Seafood Watch* pocket guides in the hands of consumers; over nine million guides were included in the 2007 DVD release of the Academy Award-winning animated film *Happy Feet*. Tens of thousands of guides are printed each year from the website www.seafoodwatch.org. A mobile version of the pocket guide is also available for cell phones or other mobile devices with Internet connection.

In 1997, an aquarium special exhibition *Fishing for Solutions* prompted an internal review of the aquarium’s own seafood-buying practices, resulting in a list of recommendations for internal use. Visitors began asking for a copy of this list and the *Seafood Watch* pocket guide was born.

-more-

SEAFOOD WATCH – MONTEREY BAY AQUARIUM – Page 2

Seafood Watch offers online resources and practical tools for consumers, seafood buyers and *Seafood Watch* partners. An annual two-day event, *Cooking for Solutions* connects individual buying decisions to the health of the oceans and the soil, with celebrity chefs showcasing dishes featuring sustainable, organic and local food and wine options.

Through the efforts of Monterey Bay Aquarium's *Seafood Watch* program and the broader sustainable seafood movement, major seafood buyers are embracing the move to sustainable sourcing; this includes Bon Appétit Management Company the aquarium's own food service provider (serving over 80 million meals per year in 400-plus cafés at corporate, university and institutional clients nationwide). Consumer demand, together with a growing understanding of the urgent issues facing the oceans, is encouraging other seafood buyers to seek more ocean-friendly alternatives. The aquarium continues to develop a network of *Seafood Watch* partners and to work closely with seafood businesses to create market incentives for a switch to sustainable seafood.

Increased consumer demand for seafood and the growth of destructive fishing and aquaculture practices have had a profound effect on the health of our oceans. Today nearly 70 percent of the world's fisheries are considered either fished to capacity or overfished. It's also estimated that up to one-fourth of the global catch is discarded to die as unwanted bycatch: undersized and juvenile fish, endangered sharks, sea turtles, seabirds and marine mammals.

With the worldwide catch in decline, aquaculture or fish farming seeks to fill the gap between supply and demand. In 2006, 43% of all seafood sold was farm-raised, and this number looks set to increase.

"Fish are the only wildlife on our planet still actively hunted as a major food source, and aquaculture is rapidly expanding as many of these fish are declining," notes Mike Sutton, director of the aquarium's *Seafood Watch* program. While fish farming can help ease pressure on wild fisheries, aquaculture methods can have their own negative impact. One major concern is the amount of wild-caught fish required to feed carnivorous species of farmed fish, such as salmon and tuna. This puts added pressure on populations of small fish, critically important in the marine food web, and as a source of protein in developing countries.

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

-30-

Editors: Images of *Seafood Watch* pocket guides and of many seafood species listed on the pocket guides are available through the Monterey Bay Aquarium's online pressroom at www.montereybayaquarium.org.

Updated January 2008

[Back to Top](#)



MONTEREY BAY AQUARIUM

SEAFOOD WATCH PROGRAM Fact Sheet

The Monterey Bay Aquarium's *Seafood Watch* program empowers seafood consumers and businesses to make choices for healthy oceans. The program works to transform seafood markets in ways that create incentives for sustainable fishing and fish-farming practices. Key elements of the program include public education efforts to raise consumer awareness about sustainable seafood issues, primarily through distribution of *Seafood Watch* pocket guides; and outreach efforts with retailers, restaurateurs and other seafood purveyors to encourage them to make the switch to sustainable seafood.

PUBLIC EDUCATION

In 1997, the Monterey Bay Aquarium opened its *Fishing for Solutions* special exhibition to inform visitors about conservation issues surrounding fishing and aquaculture practices. In the course of developing the exhibit about the environmental threats from non-sustainable practices, the aquarium evaluated the seafood it was serving through its own restaurant and catering services, and to its exhibit animals. The aquarium made a commitment to serve only seafood from environmentally responsible sources. Low-key publicizing of the change prompted visitors to ask for copies of the aquarium's approved seafood list. From this modest beginning, the *Seafood Watch* program was born. In 1999, with the launch of a new and expanded aquarium website, this information metamorphosed into the first *Seafood Watch* consumer pocket guide.

The *Seafood Watch* pocket guide lists ocean-friendly seafood choices for consumers in a green "Best Choices" column, and non-sustainable choices in a red "Avoid" column. Those in the "Avoid" column come from sources that are overfished, or are caught or farmed in ways that harm the environment. There is also a yellow "Good Alternatives" list; these seafood items are an acceptable option, but there is concern with how they're caught or farmed. Pocket guides are updated every six months to incorporate the latest available research, which is included in a downloadable report on the website. The *Seafood Watch* website, www.seafoodwatch.org, attracts thousands of visitors each year, who download pocket guides and use the online resources to make ocean-friendly choices. This web address can also be used to view mobile pocket guides, customized for cell phones or other mobile devices with Internet connection.

In 2001, *Seafood Watch* was awarded a grant of more than \$2 million from the David and Lucile Packard Foundation to significantly expand the program. Subsequent grants from the Packard and Annenberg foundations have supported the evolving Sustainable Seafood Initiative as it works to shift the buying habits of consumers *and* businesses to support sustainable fisheries and aquaculture.

To date, *Seafood Watch* and its partners (53 full-partner and 32 associate-partner organizations) have distributed more than 22 million pocket guides. There are six regional guides (West Coast, Northeast, Southeast, Southwest, Central U.S. and Hawaii), plus three Spanish-language guides. Nine million pocket guides were distributed in the 2007 DVD release of the Academy Award-winning animated film, *Happy Feet*.

PURVEYOR OUTREACH

Increasingly, the *Seafood Watch* program focuses on efforts to change the buying habits of seafood purveyors: restaurants, food services providers and wholesalers. These businesses are the “gatekeepers” to the seafood supply in the United States. Restaurants alone account for approximately 70 percent (by dollar value) of all seafood sold nationwide.

Online, the *Seafood Watch* website (www.seafoodwatch.org) offers resources that purveyors can use to understand sustainable seafood issues and train their staff to discuss the complexities of sustainable seafood with their customers. *Seafood Watch* offers fact sheets and downloadable research reports. In addition it has developed a training package to aid purveyors as they move to incorporate sustainable seafood onto their menus and at their seafood counters. The *Seafood Watch Training Program* is available as a two-disc DVD set, with portions available online.

Since 2002, the aquarium and *Seafood Watch* have hosted an annual *Cooking for Solutions* event, which brings together celebrity chefs from across the United States and beyond to prepare gourmet dishes using sustainable seafood and organic ingredients, paired with organic and sustainable wines. These events—which reach several thousand consumers annually as well as top food journalists and food industry leaders—strengthen the connection between the foods people eat and the health of the oceans and the land. Notable chef participants have included Alice Waters, Jacques Pépin, Diana Kennedy, Martin Yan, Rick Bayless, Nora Pouillon, Rick Moonen, and more than three dozen other renowned chefs.

Seafood Watch works with institutional food service providers like Bon Appétit Management Company, Delaware North and Xanterra as they shift their menus toward sustainable seafood and establish themselves as leaders in the transformation of the food service industry. Bon Appétit, which provides catering services that deliver 80 million meals per year in over 400 cafés in 29 states, has become an industry leader and is beginning to influence its international parent corporation, Compass Group North America. Delaware North and Xanterra are changing the seafood offered at the state and national parks where they are concessionaires.

Seafood Watch also works with retailers and a host of regional co-op and natural foods markets to shift their seafood buying practices toward sustainable seafood. It partners with local restaurants in the Monterey Bay area to promote ocean-friendly seafood menus, and to help train wait staff to communicate sustainable seafood messages with restaurant patrons. Through the aquarium’s membership in the Association of Zoos and Aquariums, *Seafood Watch* brings the sustainable seafood message to tens of millions of zoo and aquarium visitors nationwide.

Updated: January 2008

[Back to Top](#)

NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact

Ken Peterson (831) 648-4922; kpeterson@mbayaq.org

Alison Barratt (831) 647-6856; abarratt@mbayaq.org

RESTAURANTS PARTNER WITH AQUARIUM TO PROMOTE SUSTAINABLE SEAFOOD

The Monterey Bay Aquarium's *Seafood Watch* program has partnered with restaurants from the Monterey Bay area to help transform the seafood market in ways that protect ocean wildlife and preserve critical ocean habitats.

Over 25 establishments have joined the *Seafood Watch* "Restaurant Partner" program, pledging to drop from their menus all red-list species in the "Avoid" category of the aquarium's *Seafood Watch* pocket guide. They also commit to continue to work with the aquarium and to train their staff to answer customer questions about ocean-friendly seafood.

The roster of partners also includes restaurants that have been part of the aquarium's annual *Cooking for Solutions* events, an annual two-day gourmet celebration featuring celebrity chefs, sustainable seafood, organic cuisine and sustainable/organic premium wines. *Cooking for Solutions* 2008 takes place May 16 and 17. Chef Darina Allen, founder of the Ballymaloe Cookery School in Ireland will be this year's honoree for her strong commitment to food sustainability; Celebrity Chef Ambassador Alton Brown will be Master of Ceremonies for the event.

"It's great that so many restaurants want to do their part for healthy oceans by making wise seafood choices," said Sheila Bowman, outreach manager for *Seafood Watch*. "Taking 'red-list' items off the menu and telling customers about what they're doing really makes a big difference."

The full – and growing – list of restaurant partners, as well as additional background about the *Seafood Watch* program, is available at www.seafoodwatch.org.

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans. More information about all aquarium programs is online at www.montereybayaquarium.org.

- 30 -

[Back to Top](#)

NEWS RELEASE

For information contact

Ken Peterson, (831) 648-4922; kpeterson@mbayaq.org

Karen Jeffries, (831) 644-7548; kjeffries@mbayaq.org

Angela Hains, (831) 647-6804; ahains@mbayaq.org

FOR IMMEDIATE RELEASE

January 17, 2008

DARINA ALLEN, ALTON BROWN, 14 OTHER TOP CHEFS TO BE HONORED AT ‘COOKING FOR SOLUTIONS 2008’

----- Culinary gala, tours, “Iron Chef” event put sustainable cuisine in the spotlight

Great chefs from the United States and around the world, including Ireland’s Darina Allen and *Food Network* all-star Alton Brown will share their passion for fine dining and environmentally sustainable living as award-winning culinary leaders to be honored at the Monterey Bay Aquarium’s *Cooking for Solutions 2008*.

At the two-day celebration on May 16-17, 2008 celebrity chefs – selected and recognized by the Monterey Bay Aquarium for their leadership in promoting cuisine that protects the health of the ocean and the soil – will create gourmet dishes, host food and wine adventures, and present cooking demonstrations that feature sustainable seafood and organic ingredients.

All proceeds support the nonprofit aquarium’s *Seafood Watch* program, which works to change the seafood market in ways that preserve healthy ecosystems that sustain ocean wildlife.

The title sponsor for *Cooking for Solutions 2008* is Bon Appétit Management Company, an award-winning food service company recognized internationally as an industry leader in promoting sustainable cuisine.

Darina Allen, a chef, cookbook author, educator and television personality who’s considered the Julia Child of Ireland, will receive the **Conservation Leadership Award – Chef of the Year** at the seventh annual *Cooking for Solutions* celebration.

A passionate advocate of sustainable seafood and organic farming practices, she’ll be joined by **Celebrity Chef Ambassador** Alton Brown – chef, author and host of *Food Network’s Good Eats* program, and a lead commentator and judge on *Iron Chef America* – along with 14 other noted chefs from across the United States.

- more -

COOKING FOR SOLUTIONS 2008 – Monterey Bay Aquarium – Page 2

Seven culinary greats will be recognized as **Celebrity Chef Ambassadors**: Michelle Bernstein (Michy's, Miami), Stuart Brioza (Rubicon, San Francisco), Andrew Brown (White Dog Café, Philadelphia), Joël Chenet (Mill Bay Coffee and Pastries, Kodiak, Alaska), Raghavan Iyer (cookbook author, Eden Prairie, Minnesota), Michel Nischan (The Dressing Room and Wholesome Wave Foundation, Fairfield, Connecticut), and Barton Seaver (Hook Restaurant, Washington, DC).

They'll be joined by seven returning **Special Guest Celebrity Chefs**: John Ash (cookbook author and teacher, Santa Rosa), Sam Choy (Sam Choy's Diamond Head Restaurant, Honolulu), Jim Dodge (Bon Appétit Management Company, Palo Alto), Clark Frasier and Mark Gaier (Arrows Restaurant, Ogunquit, Maine), Douglas Katz (Fire, Cleveland, Ohio), and Rick Moonen (rm seafood, Las Vegas).

All have been honored in past years as Celebrity Chef Ambassadors.

The Friday gala on May 16 – the signature celebration at *Cooking for Solutions* and a sell-out event every year – offers up gourmet dishes from appetizers to desserts, created by the celebrity chefs, their local host chefs and 45 exceptional regional restaurants. In addition, 45 premium vintners from California and the western U.S. will pour organic and sustainable wines.

The gala will be preceded by a wine and hors d'oeuvres reception with Alton Brown and Chef of the Year honoree Darina Allen.

On Saturday, May 17, celebrity chefs Darina Allen, Sam Choy, Michelle Bernstein, Doug Katz, Andrew Brown and Michel Nischan will lead small-group food and wine adventures – including one deluxe tour – around the Central Coast. Each includes a gourmet picnic lunch with the chef and a winemaker. Also Saturday, chefs Raghavan Iyer, John Ash and Stuart Brioza will present morning cooking demonstrations at the aquarium, featuring sustainable seafood and other ingredients. Celebrity chef Jim Dodge will emcee.

Saturday evening brings the third Sustainable Seafood Challenge, an “Iron Chef”-like event in which five *Cooking for Solutions* chefs Barton Seaver, Clark Frasier and Mark Gaier, Joël Chenet and Rick Moonen prepare tasty seafood dishes from the same sustainable ingredients in a tournament-style kitchen set-up. Sam Choy will provide lively commentary, and Darina Allen and Alton Brown will be on the judging panel recognizing the chefs in four fun categories.

- more -

COOKING FOR SOLUTIONS 2008 – Monterey Bay Aquarium – Page 3

The aquarium's *Seafood Watch* program, which inspired creation of *Cooking for Solutions*, gives consumers, retailers and restaurateurs the tools and information they need to choose seafood choices in ways that can assure a future with abundant ocean wildlife.

Seafood Watch creates regional and national pocket guides to sustainable seafood that consumers can use to guide their seafood buying decisions at the restaurant or market. Since 1999, it has distributed more than 22 million pocket guides, each featuring seafood items popular in different parts of the United States. It also partners with zoos, aquarium, conservation organizations, retailers, restaurateurs and seafood purveyors to shift the seafood market in directions that reward sustainability.

Seafood Watch pocket guides are also available for cell phones and PDAs, at www.seafoodwatch.org.

Tickets for *Cooking for Solutions* events range in price from \$60 to \$650, and are available by calling the Monterey Bay Aquarium toll-free at 866-963-9644. Information about *Cooking for Solutions 2008*, including full program details and chef biographies, can be found online at www.cookingforsolutions.org. Event brochures are available by sending an email to events@mbayaq.org.

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

- 30 -

Editors: Program details included below. Public Relations can provide photos of Darina Allen, Alton Brown and other chefs; and both images and video B-roll of past *Cooking for Solutions* events.

COOKING FOR SOLUTIONS 2008

BIOS OF CELEBRITY CHEFS

HONORED CHEFS

CONSERVATION LEADERSHIP AWARD – CHEF OF THE YEAR

Darina Allen

Ballymaloe Cookery School, County Cork, Ireland

Ireland's most famous cook and a best-selling author who has presented eight series of her cookery program *Simply Delicious* on television in Ireland; honored by the International Association of Culinary Professionals as international cooking teacher of the year and for her *Easy Entertaining* cookbook. A leader in the Slow Food movement, and a tireless ambassador for Irish food both at home and abroad.

www.cookingisfun.ie

FEATURED GUEST CHEF

Alton Brown

Food Simple, Atlanta, Georgia

Chef, James Beard award-winning cookbook author and television personality; creator of the Peabody Award-winning *Good Eats*, a smart and entertaining show on *Food Network* that blends wit with wisdom, history with pop culture, and science with common cooking sense. Alton not only writes and produces the shows but also stars in each offbeat episode. Creator of *Feasting on Asphalt*; a regular contributor to *Men's Journal* and *Bon Appétit*; and a featured commentator and judge on *Iron Chef America*.

www.altonbrown.com

CELEBRITY CHEF AMBASSADORS

Michelle Bernstein

Michy's, Miami, Florida, Michelle's at Carysfort (Ocean Reef Club, Key Largo, Florida) and MB (Aqua Resort, Cancun, Mexico)

Her background as a Jewish-Latino woman has instilled a passion for culture, travel, food and the art of food preparation. Hosts the hit public television series *Check, Please! South Florida*, defeated Bobby Flay on *Iron Chef America*, was a *Top Chef* judge and co-hosted the Food Network's *Melting Pot*. Twice a Beard Award nominee as Best Southeastern Chef, she awaits release of her first cookbook.

www.restaurantelite.com/miami/restaurants.html

Stuart Brioza

Rubicon, San Francisco, California

A rising national culinary star; his unique cooking style blends simplicity with seasonal and local foods; has worked at Chicago's Park Avenue Café and at Savarin with John Hogan; and at the legendary Tapawingo in Michigan; part of a Rubicon team that includes co-owners Drew Nieporent, Robert De Niro, Robin Williams and Francis Ford Coppola.

<http://www.myriadrestaurantgroup.com/rubicon/index.html>

Andrew Brown**White Dog Café, Philadelphia, Pennsylvania**

A Philadelphia native whose talent with and passion for high-quality, locally produced food earned him his position as Executive Chef of the White Dog Café – a national leader both for its cuisine and for its mission serving customers, community, employees, and the natural environment; sources produce in season from local organic family farms, with all meat and poultry humanely raised, and fish and seafood from sustainable sources.

www.whitedogcafe.com

Joël Chenet**Mill Bay Coffee and Pastries, Kodiak, Alaska**

A native of France, trained in restaurants on the Continent and in Madagascar; former chef for French President Valerie Giscard d'Estaing and for the French Consulate in New York, and later sous-chef at the Pierre Hotel in New York; creates classic pastries for one of the most celebrated coffee roasting companies and bakeries in the United States.

www.millbaycoffee.com

Raghavan Iyer, cookbook author/culinary educator**Eden Prairie, Minnesota**

A Bombay native named cooking teacher of the year by the International Association of Culinary Professionals and a Beard Award finalist for best international cookbook; author of several books on Indian cooking; co-founder of the Asian Culinary Arts Institutes, Ltd., dedicated to the preservation, understanding and enjoyment of the culinary arts of Asia.

www.raghavaniyer.com

Michel Nischan**The Dressing Room, Fairfield, Connecticut**

A renowned chef and Beard Award-winning cookbook author; avid proponent of sustainable farming, local and regional food systems, and heritage recipes; credited with creating a “cuisine of well being”; partnering with Paul Newman, created The Dressing Room to reflect fundamental values about food, family and community; and president of Wholesome Wave Foundation, which supports a local, sustainable, culturally-significant food movement.

www.michelnischan.com

Barton Seaver**Hook, Washington, D.C.**

A rising star among American chefs; uses local organic ingredients and focuses on sustainable seafood as he blends Mediterranean simplicity with stylized organic cuisine; a leader among his peers in addressing sustainability issues, whether solutions to sourcing ingredients, or chefs' responsibility as definers of fashionable eating.

www.hookdc.com/index.php

SPECIAL GUEST CELEBRITY CHEFS (PAST CELEBRITY CHEF AMBASSADORS)

John Ash, wine and food educator

Santa Rosa, California

A perennial favorite at *Cooking for Solutions* and a staunch advocate for sustainable foods and wine; internationally recognized chef/educator, credited as the creator of Wine Country Cuisine; award-winning author of three cookbooks including *John Ash Cooking One-on-One: Private Lessons in Simple Contemporary Food from a Master Teacher*.

www.chefjohnash.com

Sam Choy

Sam Choy's Diamond Head Restaurant, Sam Choy's Big Aloha Brewery, Sam Choy's Breakfast, Lunch & Crab, all Honolulu, Hawaii; and Sam Choy's, Guam, USA

An award-winning restaurateur, best-selling cookbook author and TV host who has been dubbed Hawaii's culinary ambassador; through his restaurants and other vehicles, he educates people the world over about the wonderful, diverse cultures and flavors reflected in Hawaiian cuisine.

www.samchoy.com

Jim Dodge

Bon Appétit Management Co., Palo Alto, California

A much-honored chef in the United States and Asia; considered to be one of the leading influences on contemporary American cuisine; author of the Beard Award-winning cookbook, *The American Baker*; a contributing editor to *Joy of Cooking*.

www.bamco.com

Clark Frasier and Mark Gaier

Arrows Restaurant/MC Perkins Cove, Ogunquit, Maine

Founding chefs of the internationally acclaimed restaurant, ranked among America's Top 50 restaurants by *Gourmet* magazine; celebrated for an innovative menu that reflects many influences and relies on seasonal fresh ingredients; authors of *The Arrows Cookbook*.

www.arrowsrestaurant.com

Douglas Katz

Fire, Cleveland, Ohio

Honored as a rising star of American cuisine and as founding chef for one of the best new restaurants in the country; creates a menu of great American cuisine featuring fresh seasonal produce from local farms, and fine meats, fish, and specialty foods.

www.firefoodanddrink.com

Rick Moonen

rm seafood, Las Vegas, Nevada

An honored chef, seafood specialist and a national advocate for sustainable seafood; featured at *Cooking for Solutions* in 2002 and 2005; brings passion and innovation to his fresh seafood dishes. Dedicated to educating about the dangers of overfishing and ocean conservation, with peers and in Congressional testimony on environmental and sustainability policy.

www.mandalaybay.com/dining/rickmoonen.aspx

SPECIAL GUESTS

Kristine Kidd

**Author/Food Editor, *Bon Appétit Magazine*
Los Angeles, California**

After starting as a chef and caterer, she taught cooking at UCLA and many Los Angeles cooking schools. A passionate advocate of sustainable seafood and cuisine, she's been with *Bon Appétit* for 25 years, and its food editor for the past 20 years. Author of five books for Williams-Sonoma cookbook series, she's served on the board of the International Association of Culinary Professionals and judged the Julia Child Cookbook Awards.

www.bonappetit.com

Joan Nathan

**Author, *The New American Cooking*
Washington, D.C.**

Called the "doyenne of Jewish American food," she is twice a Beard and IACP Award-winning author: of *The New American Cooking*, which explores the many innovators and innovations that have influenced American food over the past 40 years; and of *Jewish Cooking in America*. She has written eight other cookbooks and is a regular contributor to the *New York Times* as well as host of the PBS series *Cooking in America with Joan Nathan*.

www.randomhouse.com/kvpa/nathan/

PRESENTING CHEFS

Wendy Brodie, The Art of Food, Carmel
Thom Fox, ACME Chophouse, San Francisco
Jean-Pierre Moullé, Chez Panisse, Berkeley
Peter Pahk, Silverado Resort, Napa

LOCAL CELEBRITY HOST CHEFS

Exceptional Monterey Peninsula chefs host the celebrity chef ambassadors in their kitchens for *Cooking for Solutions 2008*. All share a strong commitment to sustainable cuisine. They will prepare and serve dishes at the *Cooking for Solutions 2008* gala on Friday, May 16.

Tony Baker, Monrrio Bistro
Dory Ford, Portola Restaurant at the Monterey Bay Aquarium
Kurt Grasing, Grasing's, Carmel Chophouse
Mary Pagan, Culinary Center of Monterey
Jeff Rogers, Quail Lodge
Cal Stamenov, Bernardus Lodge
Terry Teplitzky, Michael's Catering and Wild Thyme Delicatessen
James Waller, Monterey Plaza Hotel & Spa
Patrick Mullin, The Lodge at Pebble Beach
Anthony Keene, Carmel Valley Ranch Resort

COOKING FOR SOLUTIONS 2008

SCHEDULE OF EVENTS

EVENTS AT A GLANCE

Friday, May 16

- Reception with Darina Allen and Alton Brown 6 p.m. – 7:30 p.m.
- Cooking for Solutions Gala 7:30 p.m. – 10:30 p.m.

Saturday, May 17

- Celebrity Chef Cooking Demonstrations 8:30 a.m. – 11:30 a.m.
- Food & Wine Adventures 9:30 a.m. – 3:30 p.m.
- Deluxe Adventure with Darina Allen, Kristine Kidd and Joan Nathan 9:30 a.m. – 3:30 p.m.
- Sustainable Seafood Information Fair 10 a.m. – 6 p.m.
- Reception with Darina Allen and Alton Brown; and Sustainable Seafood Challenge – 5:30 p.m. to 7:30 p.m.

EVENT DETAILS

Reception with Darina Allen and Alton Brown

Friday, May 16

6 p.m. to 7:30 p.m. – Monterey Bay Aquarium Auditorium and Portola Restaurant

\$225 general public/\$180 aquarium members

Includes admission to *Cooking for Solutions* gala

Join us in the aquarium auditorium and Portola Restaurant for an exclusive private reception with Honored Chef Darina Allen, plus special guest chef Alton Brown. You'll enjoy wine and hors d'oeuvres, a lively talk and cooking demonstration featuring Darina and Alton, and will take home an autographed copy of one of Darina's cookbooks. Includes admission to the gala event that follows.

Cooking For Solutions Gala

Friday, May 16 – 7:30 p.m. to 10:30 p.m. – Throughout the aquarium

\$115 general public/ \$95 aquarium members

Enjoy a grand celebration, with gourmet dishes prepared by our celebrity chefs and 45 outstanding local restaurants; organic and sustainable wines from 45 premium West Coast wineries; and book-signings. Includes souvenir wineglass and take-home recipes

Celebrity Chef Cooking Demonstrations

Saturday, May 17 – 8:30 a.m. to 11:30 a.m.

\$75 general public/ \$60 aquarium members

Join celebrity chefs Raghavan Iyer, John Ash and Stuart Brioza for a morning of cooking demonstrations at the aquarium, featuring sustainable seafood and other ingredients. Celebrity chef Jim Dodge will emcee. Includes continental breakfast, take-home recipes by all the chefs.

Food & Wine Adventures

Saturday, May 17 – 9:30 a.m. to 3:30 p.m.

\$185 general public/ \$150 aquarium members

Take part in one of five group events led by our celebrity chefs—each exploring some aspect of sustainable foods on the farm and in the kitchen. Depending on the adventure, you'll join Darina Allen, Sam Choy, Michelle Bernstein, Doug Katz, Andrew Brown or Michel Nischan for a fascinating culinary exploration. Food and wine presentations and gourmet picnic lunch are included. Details:

Tour 1: Seafood Experience

Sponsored by Estancia

Join celebrity chef Andrew Brown (White Dog Café, Philadelphia) and Wendy Brodie (Art of Food, Carmel Highlands) for a tour of Monterey's commercial wharf, including the aquaculture operation of Monterey Bay Abalone Co. They'll offer tips about how to select the freshest seafood, and a *Seafood Watch* staff member from the Aquarium will share information about choosing sustainable seafood. You'll then head south to Wendy's home in the Carmel Highlands where Andrew and Wendy will prepare and serve a gourmet lunch in her demonstration kitchen with sweeping views of forest and ocean. Premium wines provided by Estancia.

Tour 2: Paradise Found

Sponsored by The Lodge at Pebble Beach

Join award-winning restaurateur, best-selling cookbook author and TV host Sam Choy and Patrick Mullin, executive chef of The Lodge at Pebble Beach, as they unleash an extravagant mixture of culture and flavors that will surprise and delight you. Sam will offer an educational, entertaining cooking demonstration as he shows off culinary techniques that have earned him an international reputation. Afterward, you'll enjoy a fabulous lunch prepared by the talented chefs of The Lodge, featuring premium wines from Sonoma-Cutrer Vineyards and Jekel Vineyards.

Tour 3: Esalen Adventure

Sponsored by Esalen

Join celebrity chef Michel Nischan (The Dressing Room, Fairfield, Connecticut) as you explore the grounds and vibrant organic gardens at world-renowned Esalen Institute in Big Sur. You'll learn how Esalen creates and nourishes extensive organic gardens that supply flowers and produce for the 27-acre human potential center. You'll tour the Esalen kitchen with Matt Glazer, Director of Food Service Operations there, and learn about other approaches the Institute takes to integrate gently with the landscape. The day will include an open-air cooking demonstration by Michel Nischan, and a gourmet picnic lunch prepared by the Esalen kitchen, served on Esalen's blufftop grounds overlooking the Pacific. Enjoy premium wines from Paul Dolan Vineyards. Their organic and biodynamic winegrowing practices create special wines, while sustaining the environment.

Tour 4: Corralitos Wine Trail

Join celebrity chef Doug Katz (Fire, Cleveland, Ohio) as you explore the country roads of Corralitos, a wine region in southern Santa Cruz County known for its pinots. Along the way, you'll meet Richard Alfaro and tour Alfaro Family Vineyards' incredible hillside winery. Richard will talk about his sustainable winemaking practices and lead you through his picturesque vineyards. You'll taste incredible Alfaro wines before you head down the road to Deer Park Ranch for a picnic lunch and further sampling of great vintages. Chefs Terry Teplitzky (Michael's Catering) and Doug Katz will treat you to a memorable outdoor feast. You'll taste several notable wines, all made from Deer Park grapes.

Tour 5: Beauty and the Feast

Sponsored by Asilomar Conference Grounds

Enjoy a rare opportunity to meet and explore nature with Bob Talbot—one of the world's most renowned marine photographers and filmmakers. Talbot's photographs have been published in magazines such as *Audubon*, *TIME* and *National Geographic*. You'll explore picturesque Pt. Lobos—the crown jewel of the California park system—as Bob leads you on a gentle coastal hike and helps you see the beauty he captures through his lens. You'll then head inland to a gracious private residence in Monterey to enjoy a land/sea feast prepared by talented celebrity chef Michelle Bernstein (Michy's, Miami, Florida) and the talented culinary team from Asilomar. Vintners Bill and Doris Cooper of Cooper-Garrod Estate Vineyards will pour limited-production wines from their sustainably farmed estate vineyards.

Deluxe Tour with Darina Allen, Kristine Kidd and Joan Nathan

Saturday, May 17 – 10 a.m. to 3:30 p.m.

\$625 general public/\$500 aquarium members

Cultures collide in a riot of flavorful ideas when you sit down with food legends Darina Allen, Kristine Kidd and Joan Nathan. You'll discover why these three women are true leaders in their field: Darina Allen, this year's honored chef, known as Ireland's favorite cook; Kristine Kidd, a chef, cookbook author and for 20 years the food editor at *Bon Appétit Magazine*; and Joan Nathan—a food writer, cookbook author and the "doyenne of Jewish-American food." The trio will share secrets and stories about food from many cultures. You'll also be treated to a gourmet lunch provided by our honored local celebrity chef, Cal Stamenov (Bernardus Lodge).

Paired with the lunch will be premium wines provided by Chappellet Vineyards. Carissa Chappellet, ambassador at large for the second-generation family winery, will talk about the sustainable practices that have helped the Chappellets create world-class wines that have mirrored the great first growth Bordeaux for more than three decades. They've been a leader in the use of organic farming techniques to manage pests and diseases in an environmentally responsible way.

For all tours, a portion of the fee is tax-deductible as a contribution to the nonprofit Monterey Bay Aquarium and its *Seafood Watch* program.

Sustainable Seafood Challenge

Saturday, May 17 – 5:30 p.m. to 7 p.m.

Monterey Plaza Hotel

\$120 general public/\$95 aquarium members

Join us at the elegant Monterey Plaza Hotel as four of our celebrated chefs race the clock to create tasty (and sustainable) seafood dishes while Sam Choy offers lively commentary. This year's challenge features Barton Seaver, Clark Frasier and Mark Gaier Joël Chenet and Rick Moonen. Darina Allen and Alton Brown will be among the judges as the chefs compete for honors in one of four fun categories. You'll enjoy wine and abundant hors d'oeuvres, and will take home an autographed copy of one of Alton's cookbooks.

Sustainable Seafood Information Fair

Saturday, May 17 – 10 a.m. to 6 p.m.

Aquarium galleries

Included with regular aquarium admission

Learn more about sustainable seafood, organic agriculture and sustainable winemaking at information booths as you visit the aquarium galleries. Attend demonstrations by Joël Chenet and other celebrated chefs, and sample sustainable, wild-caught Alaska salmon. Alton Brown will make a special public presentation while diving in the Kelp Forest exhibit.

Event Packages:

- **Cooking For Solutions Gala + Cooking Demonstrations**
\$155 general public/\$125 aquarium members
- **VIP Reception or Sustainable Seafood Challenge + Cooking For Solutions Gala + Cooking Demonstrations**
\$255 general public/\$205 aquarium members
- **Cooking For Solutions Gala + Food & Wine Adventure**
\$275 general public/\$225 aquarium members
- **VIP Reception or Sustainable Seafood Challenge + Cooking For Solutions Gala + Food & Wine Adventure**
\$350 general public/\$280 aquarium members

More information: Call (831) 644-7561 or visit www.cookingforsolutions.org.

Tickets: Order tickets by calling toll-free, 866-963-9644 (or 831-647-6886 on the Monterey Peninsula); press 5 for Special Events.

To request an event brochure: E-mail events@mbayaq.org.

[Back to Top](#)

NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact:

Ken Peterson, (831) 648-4922; kpeterson@mbayaq.org

Alison Barratt (831) 647-6856; abarratt@mbayaq.org

AQUARIUM ISSUES SPANISH-LANGUAGE SEAFOOD GUIDES

Spanish-speaking consumers now have a tool to help them protect ocean wildlife every time they order seafood at restaurants and seafood markets: Spanish-language pocket guides to ocean-friendly seafood, created by the Monterey Bay Aquarium.

The Spanish-language guides are modeled on three of the pocket guides issued by the aquarium's *Seafood Watch* program. Costa Oeste Guía de Mariscos features over 60 of the most popular seafood species found on menus and in markets on the U.S. West Coast. Each item is ranked "Las Mejores Opciones" (Best Choices), "Buenas Alternativas" (Good Alternatives) or "Evite" (Avoid) based on research by the *Seafood Watch* team. A guide is also available for the Southwest (Sudoeste Guía de Mariscos), and Guía Nacional de Mariscos is based on the National pocket guide.

"We wanted to empower the Hispanic community," said Sheila Bowman, *Seafood Watch* outreach manager. "The pocket guides are a great way for families to make a difference for the oceans."

Bowman noted that in a 2003 statewide survey, the Public Policy Institute of California found that Hispanic residents were more concerned about many of the environmental problems affecting the coast than non-Hispanic Californians. One significant finding: between 32 and 46 percent of Hispanic voters say that overfishing is a big problem for the state.

The aquarium has already distributed more than 300,000 Spanish-language pocket guides, both in the aquarium and through partner organizations. These guides can also be printed from the *Seafood Watch* website www.seafoodwatch.org or viewed on a cell phone or other mobile device with Internet connection.

Seafood Watch produced the Spanish-language West Coast guide in collaboration with staff at the Fishwife and Turtle Bay Taqueria restaurants on the Monterey Peninsula. Restaurant owners Julio and Marie Ramirez – and their bilingual staff – helped to create the new guide.

"Our staff was honored to contribute to the Spanish-language guide," said Marie Ramirez. "This is a great tool for our staff to share with our Spanish-speaking customers, who in turn can take it home and share it with their families and friends."

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans. More information about all aquarium programs is online at www.montereybayaquarium.org.