

HARVEST
EATING
PRESS KIT





TAKING THE LOCAL MOVEMENT GLOBAL

Introducing Chef Keith Snow and Harvest Eating



Armed with a complete set of resources to make the locavore movement inviting, accessible and easy for the home cook, Chef Keith Snow has spent the last three years using web 2.0 to propel his mission. In 2006, Keith developed and launched Harvest Eating (www.harvesteating.com), a unique social network dedicated to seasonal cooking. Subscribers receive weekly newsletters and visitors to the website gain access to an ever-growing library of over 325 cooking demonstration videos and over 800 categorized recipes. Come September 2009, Keith's audience will expand when he debuts a new PBS television show and cookbook, both aptly titled Harvest Eating.

The Early Years: The Farm Influence

Raised in suburban New Jersey, Keith's family appreciated and valued the importance of fine cooking. Together, they frequented local farmers' markets, but he found his true calling on his uncles' farms: one owned a dairy farm in Goshen, New York and another raised horses and had a wild hatchery where grouse, partridges and other game birds could be found. There Keith was exposed at an early age to healthy, seasonal eating; he remembers a salad made straight from vegetables picked in his uncle's garden as the best he's ever consumed.

Kitchen Accomplished

Keith's career as a chef began almost accidentally. At 14, he filled in for a friend as a dishwasher at a local Italian restaurant and found himself increasingly drawn to cooking. He eventually trained under the direction of the restaurant's disciplined former Navy chef. Keith's talent as a chef evolved into a career and took him all over the country including California, Florida, North Carolina, Massachusetts, and Colorado.

Keith was ahead of his time, thinking about fresh, unprocessed foods, long before organic and seasonal held much meaning for consumers. While still entrenched in the restaurant industry, Keith decided to combine his entrepreneurial spirit with his passion for natural foods and in 1992, at 25, he created Capone's All-Natural Pasta Sauces. Unlike other jarred sauces, these were made without artificial ingredients or preservatives. Originally sold from the back of his car, his product quickly became available on shelves nationwide.

In 1998, Keith accepted a position at a small restaurant in North Carolina, where he and his wife were drawn to the serene quality of life. However, in 2000, he became Executive Chef at Colorado's premiere Copper Mountain Resort, overseeing a staff of 12 chefs, 250 employees, and nearly 10 million dollars in food & beverage sales. It was at this point in his career that Keith discovered his affinity for food media, making appearances as a guest chef on several local programs.

Working long hours and dreading the harsh winters, Keith longed for the comfort of the North Carolina country lifestyle. He and his wife welcomed their first child, Olivia, and a few months later, Keith flew to the east coast and purchased a farm in western North Carolina on the spot. In 2003, Keith relocated his family into an 800-square foot apartment in a barn on the property.



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Cooking up a New Project

Once Olivia started eating solid foods, Keith and his wife, aware of the preservative-packed baby foods on the market, were determined to feed her the best possible diet. Using fresh vegetables and fruits grown in their garden, they created homemade baby food. During social outings, other parents expressed a keen interest in Olivia's pureed peas, broccoli and butternut squash. Keith was amazed at the reaction and realized that he had important information to share. Adding to his influence in the area, Keith co-founded the local Slow Food® upstate SC chapter, which helped bring awareness to food policies and production practices, and ensured equity and sustainability.

"As I started to cook with these local seasonal ingredients, I finally developed a style of cooking I could call my own." In 2006, he started shooting videos in his barn and housed them via Harvest Eating's website. Diluting the "white coat intimidation" most chefs exude, Keith offers an inviting interactive experience. His cooking is resource-driven; the website even includes food finders to help home cooks find local farms.

Unlike many food sites, Keith supplies weekly content, creating 30-50 videos each month. Today, HarvestEating.com maintains a growing subscriber list of 20,000+ members in 100 different countries and his videos are available for syndication.

A Chef of a Different Breed

Keith is a natural on camera. Offering food that's rustic and accessible, he is warm and engaging; there's no chef's ego to obscure the cooking. In May 2008, he was the National Restaurant Association's first recipient of the YOUTUBE "Hot Chef" title. A last minute entry, Keith's video accumulated the most votes, winning him a trip to Chicago where he appeared with nationally recognized celebrity chefs.

Waiting for the right deal to showcase his recipes, Keith signed on with Running Press to create his first book, The Harvest Eating Cookbook, which will include over 200 recipes and 140 images (September 2009). That same month, Keith will broaden his viewership with a new show on PBS. He'll shed light on the artisan producers, organic farmers and other dedicated people who create healthy foods, fresh from the ground. Then Keith will bring the bounty home to whip up a meal in his farm's studio kitchen.

Keith currently resides in Tryon, North Carolina with his wife, two daughters and newborn son.





CHEF KEITH SNOW

Quick Chronological Facts

1982 - Becomes enthralled with cooking while filling in as a dishwasher for a friend at a local NJ Italian restaurant. His employment is soon made permanent and under the guidance of the restaurant's retired Navy chef, Keith starts learning both the technical and operational skills he needs to someday command a restaurant kitchen.

1984 - Starts two years of intense book study and hands-on kitchen practice to learn the art of classical French cooking and recipe creation.

1985 - Graduates high school.

1986 - Secures a summer weekend job on trendy Nantucket Island under the tutelage of two CIA graduates.

1987 - Moves to the Silicon Valley where he accepts a chef's position and studies California cuisine, specializing in seafood cookery.

1988 - Starts canning tomatoes and creates sauces that he will eventually sell to local stores on Cape Cod out of the back of his car.

1991 - Officially launches Capone's All-Natural Pasta Sauce in a variety of flavors including Basil & Cheese, Roasted Pepper & Garlic, and Marinara. Within 6 years, product distribution expands nationwide.

1993 - Lands a chef's position in Florida for ITT Resorts while building his small gourmet food business.

1994 - Devotes 100% of his time to the gourmet food business and leaves the restaurant world...for now.

1998 - Decides to return to the restaurant kitchen and closes the pasta sauce business.

1999 - Moves to Asheville, NC where he works as a cook at the famed Biltmore Estate.

2000 - Accepts the Executive Chef position at Colorado's premiere Copper Mountain Resort.

2002 - Welcomes the birth of his first daughter, Olivia.

2003 - Moves his family to western North Carolina after purchasing a farm. There, he starts growing a vegetable garden and raises various animals including horses, chickens, and goats.

2004 - Develops the show concept, "My Family Table," which teaches parents how to feed their children with local, seasonal ingredients. Greenlighted by PBS, he's unable to secure financial backing. He changes the name to Harvest Eating, redesigns his logo, and takes his concept to the internet.

2005 - After an article runs in the local paper about the "My Family Table" pilot, Keith is selected to help launch the Polk County North Carolina Obesity Prevention task force, which is funded by the state.

2006 - Starts shooting videos in his barn and houses them via Harvest Eating's website.

2007 - In the summer, Keith co-founds the local Slow Food® Upstate South Carolina chapter.

2007 - Harvest Eating acquires an international audience. Today, the website is visited by people in over 139 countries.

2008 - In May, Keith receives the National Restaurant Association's first YOUTUBE "Hot Chef" title.

2009 - Growth of Harvest Eating requires a full-time staff of cameramen, editors, photographers and most significantly, the company's first Director of Culinary Operations.

2009 - In September, Keith will broaden his audience with the launch of his first book and TV show on PBS, both titled Harvest Eating.



GET A TASTE OF THE EXCLUSIVE FEATURES OFFERED *at Harvest Eating Online*

Since Chef Keith Snow premiered HarvestEating.com on April 3, 2006, his subscriber list has grown to 20,000+ members and 35,000 unique visitors each month. In a few short years, his local food movement has remarkably gone global as it attracts an audience from 139 countries, speaking over 54 languages

So what lends to Harvest Eating's success? The following showcases the unique features Keith has developed:

The Science of "Cookonomics"

For Keith, good eating starts with smart shopping. Encouraging a healthy diet by minimizing additives and preservatives so often laden in ready-made, store-bought foods, he developed the concept of "Cookonomics." In this section, he provides the tips and techniques required to make or prepare pantry items at home. Via step-by-step video demonstrations, Keith shows his viewers how easy it is to accomplish common grocery list staples including vinaigrettes, breads, sauces, stocks, and yogurt. In his laid-back demeanor, he also coaches his viewer on basic kitchen techniques from mincing fresh herbs to properly cracking an egg.

A Guide to Gastronomy

While the website is equipped with a standard search tool, Harvest Eating also goes above and beyond other food resources, descriptively categorizing each of its 800+ recipes. On the left-hand side of the home page, Keith welcomes visitors to browse his recipe archives which are narrowed down by main and sub-categories including course, ingredient, season, holiday, and cuisine. He also calls out particular groups that cater to special dietary needs like vegan and gluten-free options.

Nutritional Navigator

Relying on the natural flavors of his ingredients, Keith's recipes require minimal add-ons like oils and salts. Taking the guess work out of calorie-counting, many of Keith's recipes include the nutritional content per serving from fat and fiber to cholesterol and sodium.

Farmers Market Finder

Whether visitors are seeking to sample their local agriculture or would like to explore it in another region, Harvest Eating offers a tool to locate farmers markets across the US. Simply type in a zip code and the results page will showcase a map and descriptive list of local markets.

Harvest Eating's Online Comrades

In an attempt to spread his message, Keith has made Harvest Eating's library of over 325 professionally edited cooking demonstration videos available for syndication and custom creation. Currently, hundreds of sites carry Harvest Eating footage, including Climate.weather.com (the official website for The Weather Channel), AmericaOnTheMove.org, SustainableTable.com, Glam.com and more. Many are also accessible via major video search engines like Yahoo and Google. Most recently, Keith partnered with Kashi.com to create another round of 20 customized recipes and videos that share Keith's philosophy for healthy living. He has also been hired by MSN.com to host/produce cooking videos that feature whole grain recipes for its "Healthy Living" section.



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CHEF KEITH SNOW EXPANDS HARVEST EATING

Introducing a New TV Show and Cookbook

When Keith officially launched Harvest Eating online, he sought to educate his neighbors, friends and family about the health benefits and environmental importance of eating local, seasonal foods. In three years, Harvest Eating has evolved into one of the premier web destinations for information about seasonal cooking and sustainable foods, ultimately attracting an international following.

Gearing up to bring further attention to his cause, Keith will expand beyond the broadband medium when he launches his first cookbook and a TV show on PBS.

The Harvest Eating Cookbook

Available in late September 2009, The Harvest Eating Cookbook will showcase more than 200 fresh, healthy recipes that range from appetizers, sides, breakfasts, main courses, desserts and more. With over 100 full-color photographs, readers will be inspired to use foods that are in-season and prepare them using whole, natural ingredients. Encouraging the elimination of processed foods from our diet, Keith also developed a do-it-yourself chapter, which he coined, Cookonomics. It provides easy to follow instructions for making pantry staples at home, including canned vegetables, vinaigrettes, breads, and mayonnaise.

Akin to his online recipe demo videos, Keith's new book will illustrate how easy and approachable seasonal cooking can be for the at-home cook. For those unfamiliar with, intrigued by, or entrenched in the locavore lifestyle, the introductory pages are laden with information about how to get involved. With personal anecdotes woven in between, Keith offers a range of tips from how to grow a garden to sourcing local food providers

Harvest Eating on PBS

HarvestEating.com originated as a television concept that transitioned into an online success and Keith's dream of bringing his brand to the tube will be realized in early October when Harvest Eating premieres.

In each thirty minute episode, Keith visits a farmer or artisan producer and interviews him or her about their trade. Heading to various agricultural areas during the season, Keith's notable trips include St. Augustine, FL where he learns about the elusive Datil pepper and Jecky Island, GA for a lesson about wild Georgia shrimp. He then ventures to the market to shop for the meal's remaining ingredients and takes his bounty home to prepare in his studio kitchen, located in his western North Carolina home. Here, Keith demonstrates recipes that feature local, seasonal foods as the star of the plate.

Even before it hits the air, Harvest Eating has remarkably secured international distribution. In the United States, the show is expected to run in over 100 markets in its first season.

** Review copies of the book and screeners of the show are available upon request.*



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