
Good News Department

Helping Others Is On The Menu in 2003

(NAPSA)—Fresh, local and organic foods are ‘what’s on the plate’ in restaurants for 2003.

That’s according to a ‘Taste Trends’ survey sent to chefs who participate in Share Our Strength’s Taste of the Nation, presented by



Taste of the Nation is the nation’s largest gourmet anti-hunger benefit, uniting more than 6,000 chefs in 65 cities.

American Express and Jenn-Air®. The chefs also revealed that comfort food and home cooking will continue to stay in vogue this year at America’s top restaurants.

Vegetables were the number one choice for the chefs when it comes to experimenting with food, and thirty-nine percent say that filet of beef and salmon are the most popular meat and seafood items

on the menu this year.

Some of these trends will be on attendees’ plates this year at Taste of the Nation, the nation’s largest gourmet anti-hunger benefit. Taste of the Nation unites more than 6,000 chefs and restaurateurs, 65 cities, and 65,000 guests for one cause—to end hunger.

“For 16 years, the culinary community has been the backbone of Taste of the Nation by donating countless hours of their time and gourmet food to help Share Our Strength end hunger,” said Bill Shore, founder and executive director of Share Our Strength.

“Taste of the Nation represents the possibility that comes alive when communities, including businesses and individuals, join

together to take action,” said Scott R. Feldman, vice president, industry relations and strategy, American Express. “In the 12 years that American Express has been a proud sponsor of Share Our Strength, the need for its services has only increased. We salute the chefs, volunteers and attendees for their important contribution in the fight to end hunger.”

Today, more than 33 million Americans—one in ten households—cannot afford enough food to meet basic needs. In an era when private sector support and community involvement are increasingly important to helping at-risk individuals, Taste of the Nation serves as an innovative, exciting and model solution to fighting hunger.

“Share Our Strength’s passion and creativity make it one of this nation’s finest philanthropic organizations,” said Bill Deter, vice president of Jenn-Air. “By combining charitable action with the appeal of fine dining, Share Our Strength’s Taste of the Nation truly makes it fun for people to contribute to a great cause. We are both excited and honored to join forces with Share Our Strength in the fight against hunger.”

In addition to the national presenting sponsors, American Express and Jenn-Air®, product sponsors include SYSCO Corporation, EVIAN® Natural Spring Water, illy caffè, Brown-Forman Beverages Worldwide and Mercedes-Benz USA.

Since 1988, Share Our Strength’s Taste of the Nation has raised nearly \$50 million. To buy tickets to Taste of the Nation in your city, visit www.strength.org.