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**WORLD RENOWNED CHEFS THOMAS KELLER, JASPER WHITE AND FERDINAND METZ  
APPEARING AT THE INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK**

*Enticing Presentations and Exciting Culinary Demonstrations by all Three Chefs*

**NORWALK, CT DECEMBER 11, 2007** – Attendees to the 15<sup>th</sup> Annual International Restaurant & Foodservice Show of New York will have a chance to hear and learn techniques from three dynamic chefs: Thomas Keller, Jasper White and Ferdinand Metz. The New York region's leading trade show and conference for the restaurant & foodservice industry will take place March 9-11, 2008 at the Jacob K. Javits Convention Center in New York.

"We are thrilled to welcome Chef Keller, Chef White and Chef Metz to the International Restaurant & Foodservice Show of New York," said Ron Mathews, Event Director for Reed's Restaurant & Foodservice Shows. "All of these renowned gentlemen are much more than restaurant owners and chefs. They personify the opportunities that are available to talented people in this industry and the restaurant and foodservice professionals who attend these presentations will be inspired to hear from all three icons."

Widely regarded as one of America's finest chefs, **Thomas Keller** will be speaking in Room 1C03 on Sunday, March 9 at 1:30 pm, followed by a live culinary demonstration at 3:00 pm in the Education Theater, on the Show Floor. Thomas Keller is chef and owner of The French Laundry, Bouchon, and Bouchon Bakery, in Yountville, California; Bouchon in Las Vegas; and Per Se and Bouchon Bakery at The Time Warner Center in New York City. Two of Chef Keller's restaurants are among the top 10 of S. Pellegrino World's Best Restaurants. Most recently, the French-based Michelin Guide bestowed "three stars" to The French Laundry and "one star" to Bouchon in Yountville. In 2005, Per Se also received a three-star rating, making Keller the first and only American born chef to have two three-star restaurants since the guide's inception in 1900. He is the author of the award-winning *The French Laundry Cookbook* and *Bouchon Cookbook*, both published by Artisan.

In 2003, Keller collaborated with Raynaud of Limoges, France and the design firm Level on a collection of graceful white porcelain dinnerware called Point, sold nationwide. He also entered a creative partnership with renowned silversmith Christofle, in designing silver hollowware currently in use at The French Laundry and Per Se. In 2000, he launched *Modicum*, a Napa Valley Cabernet, with Laura Cunningham and Paul Roberts, The French Laundry's Wine Director. In 2001, Keller was named "America's Best Chef" by Time Magazine and as "World Master of Culinary Arts" by a panel of international judges at the Wedgwood Awards. He and his restaurants have collected many accolades in the last decade, including eleven awards from the James Beard Foundation.

**Jasper White** will be appearing at the International Restaurant & Foodservice Show of New York as part of the "Successful Restaurateurs Panel" on Monday, March 10 at 9:00 am. The panel discussion will also include Ferdinand Metz, CMC. Jasper White will then host a culinary demonstration in the Education Theater on the Show floor at 12:30 pm.

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White opened *Jasper's Restaurant* in Boston, Mass. in 1983 and *Jasper White's Summer Shack*, in Cambridge, Mass. in 2000. Where *Jasper's Restaurant* had been quietly elegant and formal, *Summer Shack* is a loud, energetic clam shack that seats more than 300 people, in five separate seating areas. Lobster tanks and steam kettles are the focal point in a central big, open space. Lobsters, clams, oysters and many other varieties of seafood dominate a New England menu that features everything from corn dogs and fried clams to traditional favorites like cod cakes and baked beans. While the ambiance has changed, the quality has not. White's mission is to demonstrate that fine food doesn't have to be "haute" or elegant.

*Summer Shack* has become a Mecca for seafood lovers. The success of the Cambridge restaurant has spawned three more *Summer Shacks* at Mohegan Sun Resort and Casino in Connecticut, in Boston's Back Bay and at the new Terminal A at Boston's Logan Airport. White's winning business recipe has been to introduce high-quality, authentic New England seafood into casual restaurants in high-traffic retail locations. From its inception, the *Summer Shacks* have received enthusiastic reviews from local and national press, including the 2001 James Beard Award Nomination for Best New Restaurant.

The Chairman of the Ferdinand Metz Foodservice Forum presented by NYSRA, Certified Master Chef **Ferdinand Metz** will open the final day of the New York Show with a special keynote presentation on "Honesty In Food" at 9:30 am in Room 1C03.

Ferdinand Metz is President Emeritus of The Culinary Institute of America and is the current President of the World Association of Chefs Societies. Ferdinand Metz was selected to lead the Forum because of his breadth and depth of experience, which includes his influence on the American foodservice industry as past President of The Culinary Institute of America (1980-2001) and was acknowledged with the James Beard and American Academy of Chefs Lifetime Achievement Awards. As the former Manager of the Culinary Team USA, Chef Metz led the team to three consecutive world championships and was author of four editions of *The Culinary Olympics Cookbook*. His foodservice experiences include two apprenticeships in culinary arts and baking and pastry arts, 15 years as Senior R & D Manager of Heinz, as well as positions as Banquet Chef at New York's prestigious Plaza Hotel and Tournant at the renowned Le Pavillon restaurant in New York City. Chef Metz also founded Ferdinand Metz Culinary Innovations, LLC, a food service consulting firm as well as Masterchefs-LLC.

In addition to the three industry keynote events and the education sessions that are part of the Ferdinand Metz Foodservice Forum, presented by NYSRA, 18,000+ foodservice professionals will have the opportunity to see new products and services from 650+ exhibitors, experience the 1<sup>st</sup> Annual New York Wine Expo, the Catering Symposium, the PMQ New York Pizza Show, the 19<sup>th</sup> annual US Pastry Competition, the Japanese Demonstration Theater and the Ultimate Barista Challenge® USA.

The 2008 International Restaurant & Foodservice Show of New York will take place at the Jacob K. Javits Convention Center in New York City from Sunday, March 9 through Tuesday, March 11, 2008. The Show is produced and managed by Reed Exhibitions, the world's leading organizer of trade and public shows and owned and sponsored by the New York State Restaurant Association (NYSRA). For more information call (888) 334-8705 or visit, [www.internationalrestaurantny.com](http://www.internationalrestaurantny.com).

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