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Marketing Communications & PR

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We Put Together Events and Partnerships to Extend Your Reach



The Soy and Beef Gala was the culmination of a collaborative event with The Iowa Beef Industry Council and The Soyfoods Council



FOR IMMEDIATE RELEASE

Sioux City Chef Takes
Top Honors in Statewide Culinary Competition

Des Moines, Iowa – October 13, 2016 – Sioux City Chef Nick Gunn, of the Irish-inspired McCarthy & Bailey's Irish Pub, won first place honors at the Iowa Restaurant Association's Dine Iowa Grand Tasting Gala. Gunn was one of 10 top Iowa chefs who presented their original culinary masterpieces twice—first to a team of judges who traveled to each competitors' restaurant and second to 300+ attendees at a People's Choice event. Gunn won the onsite judging with a dish which featured a tender Irish spiced country spare rib and champ tofu gnocchi in an Irish whiskey and tofu cream sauce.

Chef Charles Severson of Honey Creek Resort in Moravia placed second in the competition and Chef Jason Culbertson of the Hotel Julien Dubuque won the people's choice award the night of the Gala. All three chefs received medals and cash prizes.

Creative & Innovative Culinary Masterpieces

The competition was sponsored by the Iowa Beef Industry Council and The Soyfoods Council. All chefs prepared an entrée featuring beef short rib and a side dish or sauce featuring tofu. The chefs worked with Braveheart Angus Beef® courtesy of Performance Foodservice.

Each dish was judged on appearance, taste, tenderness, texture and use of product as well as overall creativity and adaptability to the restaurant's concept. Creativity and innovation were rewarded with bonus points. After all dishes were judged, the chefs came together on October 6 at the Dine Iowa Grand Tasting Gala held in the Atrium at Capital Square in Des Moines. They presented sample size portions of the same competition dishes to more than 300 culinary connoisseurs. Each attendee cast a People's Choice vote for their favorite dish and awards were presented at the end of the evening.

"This competition is held as a celebration of Iowa restaurant industry month," said Jessica Dunker, president and CEO of the Iowa Restaurant Association. "The level of difficulty and creativity from year to year is consistently better than the last. This year's chefs were extremely competitive, and the scores proved it."

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We Bring Together Online Influencers, Event Partners and Target Audiences



December 7, 2015

Forage Restaurant

Appetizers

Goji-Chipotle Tempeh skewers with roasted peppers and onions
served with a cilantro dipping sauce

Lemon herb Chicken, roasted sweet potatoes,
Thai red curry sauce, fresh Thai basil

Roast Restaurant

Entrees

Caribbean slow-roasted Caribbean Pork Shoulder with cherry BBQ,
pickled red onions, Feta cheese

Prime Rib

Fresh Green Salad with Wisconsin Cheese

Dessert

Heavenly Holiday Brownies
with a dollop of Whipped Cream and Mascarpone
topped with crushed candy canes

We partnered with Wisconsin Beef, Pork, Dairy and Chicken Councils to increase the awareness about soybean utilization in Wisconsin.



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We Can Stretch Your Promotional Budget and Strengthen Your Image



FOR IMMEDIATE RELEASE

Hy-Vee Market Café Chef in West Des Moines Wins
Healthiest Competition at 2016 Iowa State Fair

August 16, 2016 - West Des Moines, IA - Fried food wasn't the only foodie favorite at the 2016 Iowa State Fair. On Monday, hundreds of fair-goers sampled original soft silken tofu-based salad dressing creations from four local, professional chefs including this year's champion Chef Alex Strauss from Hy-Vee Market Café. The competition, which was hosted by The Soyfoods Council and the Iowa Restaurant Association, took place in the Agriculture Building where crowds watched each chef make and discuss their dressings in front of a panel of professional judges.

Top Chefs Wow the Crowd

The competing chefs were challenged to make salad dressing recipes which used Mori-nu Soft Silken Tofu as the base of the dressing, were consumer friendly, and were delicious enough to put on a restaurant menu. Each chef demonstrated the process of making the dressing and then served six judges as well as a crowd of fair-goers.

Strauss Wins

Chef Strauss took home the gold with a sweet and spicy Creamy Mango Habanero dressing over a mixed local greens salad with avocados, hearts of palm, red peppers and Jamaican jerk pork. Other competing chefs included:

2nd Place: Chef Kerri Rush, Fresh Café & Market, Clive - Avotziki Salad dressing
3rd Place: Chef Hassan Atarmal, Fresh Mediterranean Express, Waukee - Tofu Soy Ginger dressing
4th Place: Chef Patrick Cashman, Guru BBQ, Des Moines - Tofu Roasted Raspberry Chipotle dressing
All participants received cash prizes.

Contest judges included Tom and Susanne Oswald of the Iowa Soybean Association, Angela Ten Clay, a Communication Manager for Wellmark Blue Cross Blue Shield's Blue Zones Project, Table 128 Bistro + Bar Owners/Operators Chef Lynn and Sarah Pritchard, and 2015 Soy Salad Dressing Competition Champion Chef Scott Stroud from College Chefs.

All of the chefs' recipes are available online at both the Iowa Restaurant Association and The Soyfoods Council websites: www.restaurantiowa.com and www.thesoyfoodscouncil.com.

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The Soyfoods Council


The Soyfoods Council is an affiliate of the Iowa Soybean Association. The mission of The Soyfoods Council is to serve as a catalyst, leader and facilitator to mainstream soy-based foods into the global marketplace-America and beyond. www.thesoyfoodscouncil.com

Iowa Restaurant Association

The Iowa Restaurant Association is an advocacy organization supporting Iowa's industry with educational and promotional programs across the state. www.restraurantiowa.com

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Avotziki Salad Dressing

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By **Chef Kerri Rush** from Fresh Café & Market in Clive, Iowa
c/o the Soy Foods Council
servings: Salad dressing for **4 to 6** servings (yields 16oz)

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Ingredients:

- 1 -12 ounces** Mori-Nu Soft Silken Tofu
- 1** ripe Avocado, peeled and pitted
- 1** garlic clove diced
- 1** Tablespoon Himalayan Salt
- Juice of **2** Lemons
- 2** Tablespoons fresh chopped dill
- $\frac{1}{2}$ medium cucumber finely diced

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Our Programs and Press Releases Result in Editorial Placements



FLAVOR PATHWAYS TO SUCCESS

Energize familiar flavors and forms with savvy menu support

BY LAURA BRENKEN

Milk appears in six different forms, making the Lavender Sea Lettuce with mandarin a mouthful dream by chef Adam Ross at 1111 Main in, Napa, Calif.

Commodity boards make it their mission to not merely promote their goods, but to track trends and suggest strategies for chefs to use their products in new and interesting ways. We asked a handful of boards to share recent menu success stories, along with insights into the trends they're tracking today.

HEATED TRAVELS FAIR and Mango is a staple in Southeast Asian and Caribbean dishes, but the trend in global mash-ups is moving this fruit into unexpected cuisines. Italian sandwiches, for instance, do not traditionally incorporate mangoes, but Jon Labey, chef-founder of New York's Sullivan Street Bakers, created a PMB sandwich—panino, mango and basil. The mango replaces a more typical Italian sandwich choice like tomato, but both the tomato and the mango are fruits—both balance acidity and sugar. “Like tomatoes, the sensory characteristics of fresh mango complement savory meats,” says Susan Haglan, the National Mango Board’s foodservice marketing consultant. Labey pairs meat mango with salty pancetta, fresh basil and a drizzle of chili powder.

Rio Mar at New Orleans typically focuses on French and Cajun foods. The menu incorporates mangoes in an unexpected way, using jambo along with caramelized mango, crisp fernsauce and pickled red onions. And food truck Montepulciano in Austin, Texas, a self-described “artisan empanada maker” knows for unexpected flavor pairings, has created a mango-ginger empanada, pairing a sweet spin on the savory beef that fills traditional empanadas.

With a rich nutritional profile, mangoes deliver a strong health-and-wellness message. According to the National Mango Board, a single serving of mango packs 102 percent of daily vitamin C, 35 percent of vitamin A, and 12 percent of fiber. Mango’s underlying properties make it a great ingredient for smoothies, and

and from both male and female chefs.

“It’s a great health benefit and it’s easy to incorporate into soups, stews, smoothies and so on,” says Park. “It can be the most health ingredient.”

McDonald’s, home of the all-American hamburger and chicken nuggets, has even bonded the tofu train, often sold in Asian markets. It introduced Tofu Shrimp Nuggies in Japan in 2014. After being into the chips, find canoes, does encourage a combination of tofu, fish and vegetables, such as edamame, carrots and onions. Time—and market research—will tell if these soy nuggies will be tried in American cuisine, but chefs have might know from this Asian offering by introducing a creative mango profile to a soy-based menu item.

Park is also seeing a trend in combining meat and vegetable. Together, she says, they provide great amino acids. Local Sprouts Cooperative Community Café in Portland, Maine, offers a miso-soup



Gluten-free baked goods are just the right mix, combined here with fat, vegetables and citrus, butch.

With the trend in craft cocktails continuing, mango puree provides a fresh flavor profile for cocktails. New York’s high-end and high-volume lounge The View features two cocktails that incorporate mango puree and mango liqueur. At Dave & Buster’s, the cocktail menu offers a Mango Margarita made with mango puree and mango puree, as well as Cinnamon, which combines mango puree, mango puree and cinnamon. And El Tinero features a spicy Mango Margarita that combines fresh Cucumber Chili Tofu with Creamy Mango Puree, mango puree and lime juice.

SOY STEPS OUT

When you think of the lower State Fair, you probably think of fried foods on a stick and politicians caught chewing down at an unassuming moment. You probably don’t think of soy. But The Soyfoods Council is changing that.

For the last three years, The Soyfoods Council has partnered with the Iowa Restaurant Association to conduct a solid business case, held at the state fair, in which restaurants must use often soy in a base. Using a tofu base reduces the fat content of a dressing that might otherwise

are often oil, mayonnaise or sour cream. And because tofu has minimal flavor, it’s an ideal flavor carrier. Scott Stussell, chef of Jethro’s BBQ in Des Moines, took home the gold at the 2015 fair with his Smoked Tomato and Tofu Vinaigrette.

The contest marked many chefs’ first use of tofu. “It was a new experience for them and they were amazed with how easy it was,” says Linda Park, executive director of The Soyfoods Council. The contest, Park’s brandchild, awarded restaurants’ interest in soy. “They’re hesitant, but we always run out of samples,” she says. “We encourage chefs to create something that they could take and use in their operation.”

Operation beyond the Iowa State Fair are also using soy in solid dressings, often turning to miso for its savory, fatty profile. Heston, which has locations in Pennsylvania, New Jersey and Delaware, offers a miso tomato dressing. Heston’s menu, a miso tomato-ginger vinaigrette, and Ben Ma offers a miso-lime dressing.

“Tofu works as well in Asian applications, but doesn’t change opportunity to make it beyond that,” says Park. As chefs in all cuisines look to create plant-based sources of protein to accommodate an

increasing number of vegetarians, vegans, paleo-enthusiasts and health-conscious consumers, they’re turning to soy. For instance, Indian operator Ganesha in Des Moines serves tofu gyoza with steamed mushrooms, red onion, tomato and sprouts.

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FLOURING IDEAS

Flouring (USA) joins forces with the San Francisco Baking Institute and The Culinary Institute of America every fall to present a seminar titled “Menu Innovations with Potatoes.” Last year’s event introduced 14 chefs from the United States, Mexico, the Philippines, Korea and Malaysia to many trends and skills made with potato flour. “Potato flour adds moisture, which keeps breads tender longer,” says John Toempers, chief marketing officer of Potatoes USA. Chef John Finner from Vahan potatoes by bread at his restaurant Nishi in New York, He recalls the bread with Vahan Gold potatoes and eggs it with sour cream, white cheddar, chives, scallions, and caramelized onions and mushrooms. Inspired by long-fused German European cream with bread, Finner’s Vahan potatoes by bread creates the texture of a choux bûche potatoes to bread from, High Street on Market in Philadelphia serves the Best-Golded Cheese Fries on roasted potato bread. Both the July Panagiotis Café & Bakery in Ann Arbor, Mich., and L’Espresso in Mid, Calif., pair salads with potato croquettes—a trend that Toempers says has settled on the rise. “These croquettes are gluten-free and a nice change from traditional croquettes,” he says.

Potatoes can also be used to differentiate desserts. When substituted for flour, potatoes and cornstarch can make a dessert gluten-free. “We see a lot of potential in the gluten-free baking sector for the use of potatoes in all forms,” says Toempers. Early Bird Restaurant in Westminster, Calif., whips up Potato Biscuits. Terry & Alder in Portland, Ore., makes Chocolate Potato Doughnuts. Toempers attributes this growing trend to foreign chefs introducing potato-based desserts from abroad here, and to American chefs who have traveled or read about these international approaches.

Tofu is still having a moment, keeping the spotlight because of their ultimate sturdiness and versatility. According to Toempers’s November 2015 report on Restaurant Potato Usage, there were 420 total soy items among the 1,478 restaurants surveyed, which represented a 9.9 percent increase from the previous year. Chefs continue to innovate around these versatile potato items. O’Cherry’s, with more than 200 units in the Midwest and Southeast, features Tater Tot Fondue. Dinnery’s tater tots in creamy cheddar cheese sauce, coupled with bacon, green onions

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JOHN FLEMMING, POTATOES USA

wrap. Vegetarian and vegan restaurant The Sunroom in Orlando, Fla., features a maple-miso soup.

For low-alcohol cocktails, Park suggests adding edamame to hummus, or offering tofu spreads for bagna or sandwiches as ways to add soy into menus, allowing both a call for health-and-wellness and providing another plant-based protein alternative.

POTATO EVOLUTION

Introducing menu ideas continue to inform menu innovation, says John Toempers, chief marketing officer of the Potatoes USA. For instance, potato salad is getting a dramatic makeover. Usually served cold in the United States, more operators are now offering warm potato salads. According to Toempers, cuisines like Austria, India and Korea also have a tradition of serving warm potato salads. As chefs lean on these influences, in concert with their desire to put a twist on a classic dish, they’ve turned up the heat on potato salad. Two Bites in Portland, Ore., serves Grilled Mushroom Lamb Chops with a warm potato salad. Vander Zant in West Hollywood, Calif., pairs in Grilled Skin Steak with a warm potato salad, which features crispy crumbles of turkey bacon, scallions and sprouts.

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