

FOR IMMEDIATE RELEASE

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Changing the way our children eat

Time for Dinner

Recipe for Success presents its seventh annual

We're Cooking Now! A Gala in Small Bites

Dateline Monday, March 5, 2012. Houston, Texas. Recipe for Success Foundation (RFS)

kicked off its seventh annual **We're Cooking Now! A Gala in Small Bites** fundraising series tonight with twelve lucky guests at the home of RFS founders, Gracie and Bob Cavnar. Styled as **Baiser Volé Perfumed Dinner d'Cartier**, the aromas and flavors of Chef Robert Del Grande's culinary masterpieces blended beautifully with the intoxicating fragrances of the finest Cartier perfumes and wines hand-selected by the Cavnars, setting a high standard for what promises to be another spectacular season for the popular series.

DelGrande, chef/co-owner of RDG, Bar Annie, Alto and Ava, along with Cartier representative Kari Gonzales, made a presentation on the fragrance of perfume and gastronomy that had guests spellbound as they noshed on crab amuse bouches and sipped Roxor gin. Seated courses represented the aroma paths of Baiser Volé: Leaves, Petals and Pistols, followed by a decadent dessert, left guests enraptured. Lloyd Bentsen enthused: "Wow! Oh, wow! What an event! We so much enjoyed ourselves and went away with the conviction that something very special happened last night."

A refreshing departure from the typical Houston gala, the **We're Cooking Now! A Gala in Small Bites** series offers intimate dining experiences that reflect the unique alchemy of hosts and featured chefs who join forces to create an experience that delights the senses. The dinners have raised more than \$750,000 in six years and expect to generate another \$150,000 for the charity this season.

"We designed **We're Cooking Now! A Gala in Small Bites** to celebrate the pleasures of a meal shared among friends. Sitting for dinner together is a tenet of our work to improve the eating habits of children, and it is a lovely way to showcase the extraordinary chefs who volunteer their time all year long, year after year, to help us teach kids to cook healthy meals," explains Ms. Cavnar.

The 2012 season, featuring nine more events scheduled throughout the spring from April to June, offers a range of ticket prices from \$350 to \$1,250 per person. Thanks to underwriters and sponsors, including Whole Foods, Farmhouse Delivery and Cartier, 100% of the ticket price goes to support the award-winning RFS Seed-to-Plate Nutrition Education™ programming in Houston elementary schools.

We're Cooking Now! A Gala in Small Bites series is widely anticipated, with tickets to some events selling out even before invitations are sent. Well-known Houston chefs such as Charles Clark (Ibiza,) Ronnie Killen (Killen's,) Danny Trace (Brennan's,) Ryan Hildebrand (Triniti,) and Garth

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Blackburn (Wolf/SubZero) are among others confirmed for the eagerly awaited 2012 series, which offers an eclectic array of themes, including "A New Orleans Style Night," "The Rites of Spring," and "Easy Gourmet." Houstonian hosts include Anne & Michael Stewart, award-winning vintners of Stewart Cellars wines, and Anne & Joe Romano, who are representatives of Laetitia Vineyard & Winery. These are the dinner parties you don't want to miss.

In addition to sponsors, Whole Foods Markets, Farmhouse Delivery and Cartier, students and staff from Ai culinary institute will once again donate their time to help prepare and serve the dinners. For more information, to request an invitation or to book tickets, see www.recipe4success.org or call 713-520-0443.

About Recipe for Success Foundation

Recipe for Success Foundation's *Seed-to-Plate Nutrition Education*™ has taught over 16,000 Houston elementary children how to grow, harvest, and cook their own healthy food. A growing list of 80 high-profile Houston chefs volunteer their time to help. The only initiative in the country of its scope, the RFS *Seed-to-Plate Nutrition Education*™ program introduces children to the entire cycle of food along with taste and flavor combinations, techniques, and skills that will serve them for a lifetime, and empowers them to prepare healthy meals and snacks for themselves.

After just five years the Foundation's efforts are reaping big rewards. Parents report that their kids are now cooking at home, turning away from foods they have learned are unhealthy, and they display a solid awareness of what healthy eating is all about. Children are surprising themselves by trying, and even liking, vegetables that they would never touch before. And teachers are reporting improved behavior and attention spans in class.

Planned Expansion for Recipe for Success in 2012

In 2012 The Foundation is poised to answer demands from over 200 schools and districts across the country waiting to implement its signature programming. The national deployment of RFS *Seed-to-Plate Nutrition Education*™ is now in the final pilot stage. With S2P Pilot Phase II, RFS is conducting an e-learning S2P Instructor Training and Certification program for teachers at five appointed S2P Affiliate locations. Applications for S2P Affiliate Licenses and Instructor Training will be available nationwide later in 2012. *Eat It! Food Adventures*™, a kid's cookbook/adventure story is scheduled for spring 2012 release and television show of the same name is in pre-production with Houston PBS in preparation for national syndication.

The Recipe for Success team is putting the finishing touches on Hope Farms™, an urban agriculture project. Hope Farms will support on-site markets and a rolling green market to deliver affordable produce for neighborhoods marooned in "food deserts," job opportunities for urban youth and market growing business incubation opportunities.##

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