

**FOR IMMEDIATE RELEASE**

**Press Contacts:**

James Curich / Jessica Cheng

Susan Magrino Agency

212-957-3005

[james@smapr.com](mailto:james@smapr.com) / [cheng@smapr.com](mailto:cheng@smapr.com)



**BOBBY FLAY TO CO-HOST  
THE 2008 JAMES BEARD FOUNDATION AWARDS**

*Award-winning chef, restaurateur, television personality, and cookbook author  
will join KIM CATTRALL  
to present the nation's most prestigious culinary honors*

New York, NY (April 17, 2008) - The James Beard Foundation announced today that Award-winning chef, restaurateur, television personality, and cookbook author **Bobby Flay** will co-host this year's **Awards Ceremony and Gala Reception**. A 2007 inductee into the Foundation's Who's Who of Food and Beverage in America, Bobby will join celebrated actress **Kim Cattrall** to honor this year's nominees. The highly-anticipated annual celebration will take place at Avery Fisher Hall at Lincoln Center on June 8, 2008 and will announce the winners of the prestigious 2008 James Beard Foundation Awards in the Restaurant and Chef, Books, and Design and Graphics categories.

Bobby's natural talent and innovative vision has been apparent since the beginning of his career and he is known for his distinct style of bold, vibrant flavors and inventive creations rooted in regional American cuisine. His diverse skills and accomplishments make him a major presence in both America's culinary and pop cultures. Bobby is known to millions as the food correspondent for *The Early Show on CBS* and *CBS Sunday Morning* as well as one of the most celebrated chefs on Food Network. Crowned as an *Iron Chef America* in 2003, he also hosts several other popular television series for Food Network including *Throwdown with Bobby Flay*, *Boy Meets Grill*, and his new show to debut in July 2008, *Grill It! With Bobby Flay*. Bobby also shares his genuine love and extensive knowledge of food through his notable collection of cookbooks, including the award-winning *Bobby Flay's Bold American Food* (Warner Books, 1994), the very successful *Boy Meets Grill* (Hyperion, 1999), *Bobby Flay's Mesa Grill Cookbook* (Clarkson Potter, 2007), and his latest cookbook, *Bobby Flay's Grill It!* (Clarkson Potter, April 2008), to name a few.

While his impact on America's culinary world shows his versatility in the industry, Bobby's top priority remains his restaurants. The impressive group currently includes *Mesa Grill*, and *Bar Americain* in New York City; *Mesa Grill* in Las Vegas; *Bobby Flay Steak* in Atlantic City; and *Mesa Grill Bahamas*, which opened in March 2007.

"We are delighted to welcome Bobby as our co-host at this year's awards ceremony," said Susan Ungaro, President of the James Beard Foundation. "As a multiple James Beard Award winner, he is a widely acclaimed chef, author and television personality. Our Foundation's mission is to raise America's awareness of the nation's talented culinary community and Bobby has truly inspired millions of people and young chefs to celebrate the world of food."

The James Beard Foundation inducted Bobby into its Who's Who of Food & Beverage in America at its 2007 Awards ceremony, recognizing his significant and lasting achievements and national impact within the culinary industry. In 2005, *Bobby Flay: Chef Mentor* earned him a James Beard Foundation National Television Food Show Award, distinguishing the program as the top food related television show in the nation. At the 1993 Awards ceremony, Bobby was honored with prestigious Rising Star Chef of the Year Award, which recognizes up-and-coming chefs under 30 who have already made an impact on the industry and represent the future of America's culinary culture.

More than 1,800 top chefs, restaurateurs, industry professionals, media representatives and influencers from all over the world will attend the esteemed event. Individual awards for each category will be announced by VIP's and prominent figures in the culinary community. Renowned chefs Dan Barber (*Blue Hill, Blue Hill at Stone Barns*) and Odessa Piper (former Chef-Proprietor of *L'Etoile*) will serve as Chef Co-Chairs of the 2008 James Beard Foundation Awards reception. This year's events will celebrate "Artisanal America: The Craft of Cuisine" and honor those artisans and craftsmen who work to provide the finest ingredients to the nation's top restaurants and chefs.

Established in 1990, the James Beard Foundation Awards recognize culinary professionals for excellence and achievement in their field and, with each year, continues to emphasize the Foundation's mission: to celebrate, preserve, and nurture America's culinary heritage and diversity. The annual Media Awards Dinner will take place at the Hudson Theatre on Friday, June 6, 2008 and will be an exclusive event hosted by celebrated writers and cookbook authors, Matt and Ted Lee. The Media Awards honor the nation's preeminent food journalists and culinary broadcast programs. All award winners receive a certificate and a bronze medallion engraved with the James Beard Foundation Awards insignia.

Tickets for the James Beard Foundation Awards events can be purchased by calling the Awards Box Office at 212.925.0054. For the June 8, 2008 Awards Ceremony and Gala Reception, general public tickets are \$450 (\$400 for Foundation members, \$200 for press). For the June 6, 2008 Media Awards Dinner, tickets are \$250.

#### **About the James Beard Foundation**

The James Beard Foundation is dedicated to celebrating, preserving, and nurturing America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit [www.jamesbeard.org](http://www.jamesbeard.org).

###