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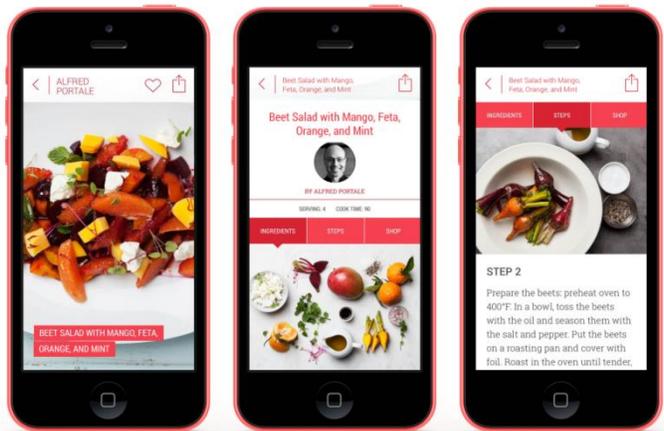
**JAMES
BEARD
FOUNDATION**

New James Beard Recipe App Debuts *Foundation's New Platform Features Vegetable Recipes by JBF Award-Winning Chefs*

New York, NY (September 8, 2014) – “Vegetables are one of our greatest seasonal treats.” – James Beard (1903-1985)

The [James Beard Foundation](#) (JBF) announced today the launch of its first-ever app, **James Beard Foundation Vegetables: Recipes by James Beard Award-Winning Chefs**. The app highlights an array of innovative vegetable recipes featured in *The James Beard Foundation's Best of the Best: A 25th Anniversary Celebration of America's Outstanding Chefs*, translating them into approachable, step-by-step guides for home cooks. Whether you're a kitchen novice or a seasoned cook, JBF's inaugural app's hundreds of stunning high-definition images and brief instructional videos provide any food enthusiast with an iPhone with the tools to transform even a simple carrot into an exciting, restaurant-worthy dish.

From purchasing to plating, the interactive app seamlessly guides users through every step to create timeless dishes from some of the culinary industry's most celebrated toques. Designed by Kinetic Art, **JBF Vegetables** includes an array of interactive features, including: a favorites tool, built-in cooking timers, social media sharing capabilities, as well as a “shop” section that features direct links to purchase products and gadgets relevant to each recipe, carefully curated based on product performance, design, and user reviews. In addition to cooking basics, the app also provides users with background information on each of the featured JBF Award-winning chefs and their careers, with a few fun anecdotes along the way.



Recipes from JBF Outstanding Chef award winners featured in the **JBF Vegetables** app include:

- **Alfred Portale:** Beet Salad with Mango, Feta, Orange, and Mint
- **Alice Waters:** Summer Garden Lettuce Salad *and* Turnip Soup
- **Charlie Trotter:** French Breakfast Radish Confit *and* Belgian White Asparagus
- **Dan Barber:** Greenhouse Salad with Yogurt and Summer Zucchini
- **Daniel Boulud:** Seared Fennel with Fennel Purée
- **Daniel Humm:** Beets with Horseradish and Wasabi
- **Grant Achatz:** Hot Potato, Cold Potato, Black Truffle, Parmesan

- **Jean-Georges Vongerichten:** Green Asparagus with Morels and Asparagus Purée
- **Jeremiah Tower:** Mixed Vegetable Ragout
- **Judy Rodgers:** Frisée and Escarole Salad with Sunchokes *and* Zuni's Vegetable and Bread Soup
- **Larry Forgione:** Jim's Creamed Hash Potatoes
- **Lidia Bastianich:** *Bietola e Patate* (Swiss Chard and Potatoes)
- **Mario Batali:** Cavatelli with Pesto Enrico *and* Fregula with Grilled Corn
- **Michel Richard:** Onion Fettuccine with Parmesan Cheese
- **Rick Bayless:** Cucumber Margarita
- **Thomas Keller:** Swiss Chard Ribs and Glazed Turnips

“The beautiful step-by-step photos and videos in this interactive app demonstrate just how seriously chefs take their vegetables,” said Alison Tozzi Liu, editorial director of the James Beard Foundation. “The app walks users through vibrant recipes ranging from simple to complex with expert guidance from some of our food world’s greatest chefs. We’re excited to be bringing more digital content to JBF members and food lovers around the country.”

Available now at the [Apple App Store](#), **JBF Vegetables** is a mix of free and premium content. At no charge, users can download the app and enjoy any five recipes, with an in-app purchase option to unlock the full collection for \$3.99. Access to the entire app is free for JBF members. After purchasing, Kinetic Art’s unique cloud-driven publishing platform will continue to instantly and automatically update the app as new features are added. Platforms for iPad and Android will be available soon. Featured sponsors include: Wüsthof, OXO, and SousVide Supreme.

“Interpreting these amazing recipes for a new medium was such an exciting challenge,” said Yael Raviv, vice president of content partnerships, Kinetic Art. “The attention to detail by all the participants during the production process was inspiring. The resulting app is a truly unique product in its genre.”

To download and learn more about the **JBF Vegetables** app, visit jamesbeard.org/app.

About the James Beard Foundation (JBF)

Founded in 1986, the James Beard Foundation's mission is to celebrate, nurture, and honor America's diverse culinary heritage through programs that educate and inspire. 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, instilling in them the value of wholesome, healthful, and delicious food. Today JBF continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City's Greenwich Village as a “performance space” for visiting chefs. In September of 2012, JBF launched the Diplomatic Culinary Partnership with the U.S. Department of State's Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products, and foster an interest in American culinary culture and history through international programs and initiatives. One such initiative is the next World's Fair, for which the James Beard Foundation is co-leading the effort for the State Department to design and produce the USA Pavilion at Expo Milano 2015—a global gathering of 147 countries addressing the challenges of how we will feed ourselves in the future. The Pavilion will showcase America's contributions to global food security and gastronomy in a pavilion themed American Food 2.0: United to Feed the Planet. For more information, please visit jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).

About Kinetic Art:

[Kinetic Art](#), established in 2010, is the publisher and developer of a cooking and shopping content publishing platform and of cross platform cooking player-apps (iOS, Android and Smart TV). It is the developer of a complete, easy to use, rich content management system designed specifically for cooking apps, with single click, cloud-based publishing, distribution and monetization tools for publishers and content creators. The platform is based on the latest HTML5 technologies with proprietary cross platform native technology and is available for a variety of consumption devices (iOS, Android, Kindle Fire and Smart TV). Kinetic Art is the publisher of the award-winning [Look & Cook](#) app, and has offices in Tel-Aviv and New York. See Kinetic Art on [Facebook](#) or follow on [Twitter](#).