



## ***News Release***

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### **Chef Roy Breiman Cooks Tunisian At 100% Tunisian Olive Oil Pavilion at Fancy Food Show Taste a Truly Revolutionary Olive Oil**

Johnson City, TN—Tunisia: the birthplace of the Arab Spring will put Chef Roy Breiman and his culinary skills on display using 100% Tunisian Olive Oil at the Summer Fancy Food Show in Washington, DC. Breiman's demonstrations will take place at the 100% Tunisian pavilion—booth #4137—on Sunday and Monday July 10 and 11.

A graduate of La Cordon Rouge Culinary School in Sausalito, California, Breiman began his career in 4- and 5-star restaurants in San Francisco and New York City.

Drawn by centuries of history and culinary tradition, Breiman moved to France, where he lived for several years. During his time there, he worked in Michelin-starred restaurants such as Les Trois Marches in Versailles; La Bourride in Caen, Normandy; Le Château Eza in Eze Village; and Restaurant Chantecler at Hotel Negresco in Nice.

Upon his return to the United States, Breiman brought critical acclaim to Meadowood, Napa Valley, a Relais Chateaux property, through his international promotion of food and wines of the region. As part of this work, he traveled to Baden Baden, Germany; Beijing, China; and Seoul, South Korea.

In 1995, Breiman became a member of the James Beard Foundation, and in 1998, joined the ranks of StarChefs' "Chefs to Know." Both associations have afforded him numerous opportunities to showcase his seasonally inspired cuisine and develop a strong following in the process.

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PBS named Breiman one of America's Rising Star Chefs; John Mariani of *Esquire* Magazine named him a "Chef to Keep Your Eyes On," and *Bon Appétit* magazine named him one of 13 "Top Hotel Chefs in America."

After a four-year stint on Martha's Vineyard to design and open a 48-room boutique hotel – The Winnetu Inn – along with its signature Opus restaurant, Breiman returned in 2003 to his native West Coast where at Salish Lodge & Spa he continued his passionate pursuit of promoting sustainable foods. In 2005, the work of Breiman and his team was honored once again, when Salish Lodge & Spa was chosen by the Condé Nast Traveler Readers' Choice Awards as the No. 2 dining destination in the United States.

Chef Breiman's most recent endeavors include serving as culinary director of Cedarbrook Lodge – a fully sustainable 18-acre urban property in Seattle – and owner of The West Coast Kitchen LLC, where he is providing counsel to a variety of groups on sustainable food concepts. He is leading composting and water reclamation programs for on-site "chef's gardens," and directing a mycelium inoculation project at Cedarbrook that will serve as a natural water purification system for the 10 acres of restored wetlands that support the lodge's dining program. For Cedarbrook, the work is part of the lodge's broader mission to become a model of sustainability in the region, highlighting how sustainable practices can enrich our communities as well as the guest experience. Breiman is Vice President of the Seattle chapter of Chef's Collaborative a national organization who works with chefs and the greater food community to celebrate local foods and foster a more sustainable food supply and also serves on the board of the Puget Sound Regional Food Council, helping to strengthen the food system and policies for the Puget Sound area.

Sample Roy's unique flair using 100% Tunisian olive oil at this year's Winter Fancy Food Show July 10-11 in booth #4137. For more information, contact Hamman Marketing Associates via [info@100PercentTunisian.com](mailto:info@100PercentTunisian.com) or +1 423-467-9864.

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