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CHOCOLATE: UNITING WEST COAST TALENT, CHOCOLATIERS & CHEFS

Chocolate melts and solidifies based on the temperature governed by the chocolatiers. The uniqueness of the chocolate presented in the Tri-cities during OCT 13-19 & NOV 4 derives from its charm in attracting talented chocolatiers and chefs of the West Coast to come together for one purpose – the 5th annual West Coast Chocolate Festival.

Chocolat ce Soir, the festival's gala finale winemaker dinner and floor show, this year features well-known chef, author, and youth advocate, **James Kennedy**. Putting his years of experience in many high-end restaurants where his heart lay, he founded and heads Cook Studio Ltd., a downtown Eastside Vancouver restaurant and teaching kitchen, using food as a vehicle to show street kids a way out of their situation.

With the mission to create sustainable employment for the residents of Vancouver's Downtown Eastside, since 1990 James Kennedy provided opportunities for over 1200 disadvantaged, at risk, multi-barriered individuals through a series of government funded Cook and Server Training Program. This year, Kennedy extends his influence by agreeing to design the menu for the festival's November 4 gala, and ably assisted by Fred Soofi, local owner of Pasta Polo in Coquitlam and Il Mercante in Port Moody, will guide a team of local culinary art high school students to create the 5-course meal for the festival finale.

James Kennedy was for eight years, the Chair of B.C. Cooks Trades Advisory Committee, the National Chairperson of Canadian Culinary Institute (CCI) between 2000 - 2002 and involved in policy making and planning with Industry Training and Apprenticeship Commission (ITAC). Established restaurants across Canada, diverse for-profit and not-for-profit organizations, and various government departments – B.C Ministry of Health, Harbour House Revolving Restaurant, Splash Bistro of Edgewater Casino, and more – have all approached James for Industry Workshops, and Menu & Recipe Development. *Heart Smart Chinese and Western Cooking Book* was written by Kennedy, and the 13 shows of *Canada a la Carte All Canadian Chef Race* that he produced

have reinforced James Kennedy's multi-level contribution and talent in the Hospitality Industry.

A popular festival presenter since the first festival in 2002, Rogers' Chocolates' head chocolatier **George Graham** is back featured at ***All Things Chocolate and Wines, Chocolates & Liqueurs***. One of Victoria's most internationally-recognized exports, Rogers' Chocolates recently received the prestigious 2006 Superior Taste Award from the International Taste & Quality Institute (ITQI), an independent organization of leading sommeliers, beverage experts, and gourmet chefs, based in Brussels, Belgium.

Wine expert **John Gerum** from West Coast Wine Education who has chosen and served wines for the likes of the great recognition of Her Majesty Queen Elizabeth II, Prime Ministers and Head of States, presents more specialty wines in this year's ***Wines, Chocolates & Liqueurs***, the unique guided pairing sessions the chocolate festival is known for, and guides guests in mini liquor-chocolate pairing series at this year's ***All Things Chocolate***. Gerum with a background in fine dining, luxury hotel management and wine education has a keen interest in wine education and enjoys helping consumers make more informed choices.

Another presenter new to the festival this year, **Colin Jack**, introduces a new approach to appreciating unique beers by pairing them with specially-chosen chocolates at ***Just Here For The Beer...& Chocolate!*** With a passion for beer, Colin and two others founded *Just Here For The Beer*, offering beer tasting seminars, restaurant staff training sessions and tasting events all over the Lower Mainland. July of this year, Jack co-hosted the *2006 Canada Cup of Beer* at Thunderbird Stadium, which is the biggest beer tasting extravaganza in Vancouver.

The West Coast Chocolate Festival inspires and entertains through events that celebrate the magic of chocolate and appeal to the senses and the soul, while creating mentored work experiences and training opportunities for youth in the community.

Find more information about West Coast Chocolate Festival, or about chocolatiers and chefs involved in the event, go to www.chocolatefestival.ca or contact Linda Baker, Festival Organizer at (604)939-8068.

Biography 1- John Anthony Gerum : Wine Expert (West Coast Wine Education)

Tired of standing in the aisles, struggling to choose between Australian and Okanagan reds?
Frustrated by a wine list at your favourite restaurant because you're not sure which white will go with your entrée of choice?

Wine expert John Anthony Gerum is here to help. Friendly, experienced and organized, John has been creating custom wine classes for almost seven years. He has developed and taught hour-long introductory wine classes and advanced wine seminars several months in duration to groups ranging from three to three hundred. He has a keen interest in wine education and enjoys helping consumers make more informed choices.

For twenty years John has worked in fine dining and luxury hotel management. His focus on wine education led him to obtain an Advanced Wine Certificate from the European based Luxury Forte Hotels in Toronto more than a decade ago. He was instructed by renowned Master Sommelier Andrew Laliberté, and has since been granted membership to the International Sommelier Guild.

Son of a chef, grandson of a Maitre D', John Anthony Gerum grew up with an insider's appreciation of fine foods and wine. His natural curiosity led him to discover the pleasures and principles of pairing food and beverages for the most satisfying results. John has created wine lists for restaurants, hotels and trade centres across Canada. As Catering Director, Banquet Manager and Trainer at the International Centre, Hotel Vancouver, and Fairmont Hotels & Resorts, he has travelled and tasted extensively through the wine regions of Ontario, British Columbia and California.

Approachable and professional, John has been called on to serve Her Majesty Queen Elizabeth II, Prime Ministers, Heads of State, Provincial Premiers, entertainers and major sports celebrities. He would be delighted to have the opportunity to develop and teach a course that's just the right fit for you!

John recently founded Western Shores Events with business partner Ambere Rosborough. Their company offers full service event planning, wine seminars and specialized catering to businesses and the home market. To contact John or Ambere, please call 604.469.1961.

Biography 2 - Jack Colin: Beer Expert (Just For The Beer)

Colin Jack, a beer expert, turned his brainchild, an extracurricular beer tasting class at UBC, into a profession. Jack and two others, Zayvin Haqq and Rick Mohabir, found *Just Here for the Beer* running beer tasting seminars, restaurant staff training sessions, parties, and tasting events all over the Lower Mainland. Colin Jack graduated from UBC with a degree in Art majored in history and in Education; minored in sociology and Canadian studies. The areas of his study have pertinent to his role in his beer tasting company. One of his specializations as the company resident Beer Expert is the function of beer in Canadian society, the topic of a book Jack is currently writing. In July 2006, Jack co-hosted the *2006 Canada Cup of Beer* at Thunderbird Stadium, the biggest beer tasting extravaganza in Vancouver.

Biography 3- James Kennedy: Founder & Head of Cook Studio Ltd.

A talented chef with a heart for cooking and people demonstrated with his work in establishing Provincial/Federal Government Funded Cook and Server Training Programs (further details listed below) for community, especially street kids in East Vancouver. James Kennedy, Montreal native, ran upscale eateries and restaurants in luxury hotels in Vancouver for several decades. With idealism and integrity, James found the Food and Services Resource Group, which is now called the Cook Studio Ltd, in 1990 with a mission to create sustainable employment for the residents of Vancouver's Downtown Eastside. In the 16 years Cook Studio has been in business, over 1200 opportunities was created for disadvantaged, at risk, multi-barriered individuals - over 800 of which have gone on to find long-term employment in various areas' of the Food Service Industry.

Cook Studio Cafe recognized by its best value and quality in the area by customers was opened with the assistance from local social service agencies in 2003. Chef James Kennedy provides street kids an opportunity to shine in the culinary art kingdom and creates employment opportunity with the Cook Studio Café. Established restaurants across Canada, diverse for and not-for-profit organizations and various government departments (listed below) approach James for Industry Workshops, and Menu & Recipe Development. Professional Industry Skills Upgrade Programs (listed below) are part of the service James Kennedy provides to its customer at Cook Studio Ltd.

The multi-level contribution of Chef James Kennedy to his customers in the hospitality industry is reinforced with his success in producing 13 shows of *Canada a la Carte All Canadian Chef Race* and three publication works: B.C. Cook Apprenticeship Course Outline (1994 and 2004); Heart Smart Chinese and Western Cooking Book; and Certified Chef de Cuisine Learning and Performance Outcome Guide. Chef James Kennedy's community involvement and dedication to make a difference to the needed is illustrated by his long list of volunteering work (details listed below). For eight years, James was the Chair of B.C. Cooks Trades Advisory Committee, the National Chairperson of Canadian Culinary Institute (CCI) between 2000-2002, the consulting chef for the Heart & Stroke Foundation of BC and much more.

Provincial/Federal Government Funded Cook and Server Training Programs

- Entry Level Cook Training – Multi-barriered individuals
- Cook Upgrade Training
- Aboriginal Friendship Centre – First Nations
- Burrard Indian Band – First Nations
- English as a Second Language Cook Training
- Capilano College ESL Cook Training
- Immigrant Services Society Cook Training
- Youth Cook Internship- Youth at Risk

Professional Industry Skills Upgrade Programs Developed and Delivered

- Certified Chef de Cuisine Program including Competencies, Time values, Skills competency chart and instructional time values.
- Cook Apprenticeship Pilot Project allowing Cooks to prepare for rigorous practical and theory examinations for Apprenticeship and Red Seal certification
- BC Cook Apprenticeship Course Outline for Provincial Apprenticeship Branch (PAB) including Competencies, Time values, Skills competency chart and instructional time values. Approximately 350 hours contracted.
- Heart Smart Restaurant Training Program “Food and Fun”
- Cook Journey person Red Seal Upgrading Program
- Food and Beverage Server Apprenticeship Program

Professional Industry Workshops Delivered

| Organization | Accomplishments |
|-----------------------------------|---|
| Coast Hotels | - Modern Food Production |
| B.C. Ministry of Health | - Post-Secondary Cook Training - Department Heads - Train-the-Trainer |
| Faculty Clubs International Chefs | - Indigenous Foods & Nutraceuticals |
| North Shore Health Department | - Fresh is Best - Purees for Dysphasic Diets |
| Champagne/Aijax Band | - Community Cooking |
| Kodiak Island Native Association | - Cooking for Elders |
| Downtown Eastside Women’s Centre | - Efficient Food Production |

Restaurant Foodservice Menu & Recipe Development

| Organization | Location |
|---|--|
| BC Housing (ongoing) | - Kitchen design for projects in Langford and Cowichan |
| Vancouver Aquarium (VAMSC) | Vancouver B.C. |
| Waterfront Restaurant | Gibsons, B.C (ongoing) |
| Cornerstone Grill | Calgary, Alberta |
| Maxium Canada | Robert Mondavi Wines |
| Beef Information Council | |
| Waterfront Restaurant | Waterfront Restaurant |
| B.C. Ferries | |
| Sierra Grill | |
| Pastels Restaurants | Assorted Locations |
| Jollibee Foods | Manilla, Phillipines |
| Harbour House Revolving Restaurant - Consulting Executive Chef (1987) | |
| Beaconsfield Golf Club | Montreal, Quebe |

Restaurant Openings

| Organization | Location |
|---------------------------------------|-----------------|
| Splash Bistro at the Edgewater Casino | Vancouver |
| Cook Studio at Campus 2010 | Vancouver |
| Cook Studio Café | Vancouver |
| Cook Studio Food Services | Vancouver |
| Cornerstone Grill | Calgary |
| Spirit Dancer Feast | Vancouver |
| Gathering Place Restaurant | North Vancouver |
| Classic #9 Restaurant | Port Moody |
| Lonsdale Quay Hotel (3 restaurants) | |

Policy & Planning

- 1) Industry Training and Apprenticeship Commission (ITAC)
 - Developed and implemented new Trades Advisory Structure for all Trades in B.C.
 - Analysis of Nova Scotia vs. British Columbia Cook Curriculum
 - Marketing and coordination of Provincial Food and Beverage Server Apprenticeship Program

- 2) Capilano Suspension Bridge
 - Food Policy for Foodservice Operations

Event Production

- Canada a la Carte All Canadian Chef Race – 13 shows
- Cornucopia at Whistler Chef Grand Prix – 3 shows
- North Shore Crisis Services Society Fundraising Gala Dinner – 4 shows

Published Works

- B.C. Cook Apprenticeship Course Outline (1994 and 2004)
- Heart Smart Chinese and Western Cooking Book
- Certified Chef de Cuisine Learning and Performance Outcome Guide

Volunteer Work

- National Chairperson – Canadian Culinary Institute (2 years)
- Chair- Strathcona Business Improvement Association
- Strathcona representative, Downtown Eastside Revitalization Committee
- Chair – B.C. Cooks Trade Advisory Committee (8 years)
- Past 1st Vice President B.C. Chefs Association
- Heart & Stroke Foundation of B.C. and the Yukon – Consulting Chef
- Children's Miracle Heart Network
- B.C. Cancer Agency
- Catering for B.C. Winter Games Opening Ceremonies
- Canadian Mental Health Association – 40th Anniversary Fundraiser
- Oppenheimer Park Health Fair Food Provider (ongoing)
- Downtown Eastside Community Kitchens Advisory Board
- Vancouver Community Kitchens Advisory Committee
- Downtown Eastside Social Enterprise Advisory Board
- Recipient of the 2001 British Columbia Nutrition Council (BCNC) Jackie McConkey-Bridges Nutrition Communication Award
- Native Health Diabetic Community Kitchen Convener
- Downtown Eastside Coffee Bar Consultant
- 2002 Nominee for the Ethics in Action Award from Canadian Business for Social Responsibility

Professional Affiliations

- Canadian Federation of Chefs and Cooks
- British Columbia Chefs Association
- British Columbia Restaurant and Foodservice Association
- Private Post Secondary Commission
- North Vancouver Chamber of Commerce
- Cuisine Canada
- Canadian Tourism and Human Resource Council
- Fast Track to Employment

Biography 4- George Graham: Chocolatier from Rogers'

An accomplished Chocolatier and Pastry Chef, George maintains the fast pace connected with the ever growing, world famous Rogers' Chocolates Ltd in Victoria, British Columbia.

An Islander since birth, George has established his almost 10 years with Rogers' working in Product Development and Promotions most recently traveling out East to appear on Christine Cushing Live!

George has also had regular appearances on CityTV "City Cooks" with local notable Simi Sara.

"All in the name of Chocolate!" says George as he concocts new items for Rogers' then turns to work on his next promotional gig. Having a problem making your favorite chocolate dessert? Just contact George at Rogers' Chocolates Ltd., as he's always willing to provide excellent feedback to help set you on your way.

(Acquired from <http://www.whistlercornucopia.com/cornucopia/presenters/speakers.asp?sid=81>)