



seafood  
choices  
ALLIANCE

bringing  
ocean conservation  
to the table

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## **Wild About Salmon!**

*Seafood Choices Alliance Announces Ocean-Friendly Cooking Demonstrations Using Wild Salmon*

**Washington, DC** — Wild salmon season is officially here. And it's coming to a Bloomingdale's near you. Seafood Choices Alliance, the national organization bringing ocean conservation to the table, presents wild Alaska and West Coast salmon cooking demonstrations at select Bloomingdale's. The participating chefs – enthusiastic supporters of ocean-friendly seafood like wild Alaska and West Coast salmon – will raise consumer awareness for the importance of making environmentally sound seafood choices.

The following Seafood Choices subscriber chefs will be preparing delicious, ocean-friendly wild salmon recipes at Bloomingdale's:

- **Conny Andersson**, executive chef of Gardens Restaurant Four Seasons Hotel in Los Angeles, Calif. (June 28, Century City)
- **John Coletta**, executive chef of Carlucci Restaurant in Downer's Grove, Ill. (May 18, Medinah)
- **Chris Douglass**, chef/owner of Icarus in Boston, Mass. (June 14, Chestnut Hill)
- **James Foley**, executive chef of Tejas Restaurant in Edina, Minn. (June 13, Mall of America)
- **Tom Gladbach**, executive chef of Bar Abilene in Minneapolis, Minn. (June 13, Mall of America)
- **Timothy Grandinetti**, executive chef of the Marriott Hotel in Dulles, Virg. (June 7, Tysons Corner)
- **Peter Hoffman**, chef/owner of Savoy in New York (May 15, Third Avenue)
- **Cary Neff**, owner of Sansom Street Oyster House in Philadelphia, Penn. (June 14, King of Prussia)
- **Jay Shaffer**, chef/owner of Shaffer City Oyster Bar & Grill in New York (May 17, Third Avenue)

Chris Douglass, chef and owner of Icarus in Boston, Mass., is one of a growing number of chefs concerned about the environmental impacts associated with some seafoods. "As a chef, I want to ensure that the seafood I'm serving on my menu today will still be available ten or twenty years from now," says Douglass. "I always look forward to the

wild salmon season. It's a high-quality product, and I appreciate the fact that it comes from healthy and abundant sources.”

Many Seafood Choices subscriber chefs in addition to those participating in cooking demonstrations will be serving wild salmon in their restaurants throughout the salmon season (generally mid-April through the end of August). For recipe ideas, where to find wild salmon locally, and updated schedule information for Bloomingdale's presentations, visit [www.seafoodchoices.com](http://www.seafoodchoices.com).

Wild Pacific salmon from Alaska and West Coast are abundant, well-managed and delicious – all-around good environmental choices for people who love seafood. Seafood Choices Alliance is working with the Marine Stewardship Council, the California Salmon Council, Lofoten Fish Company, and the Pacific Coast Federation of Fishermen's Associations to supply wild salmon for the chef cooking demonstrations.

To arrange interviews or chef demonstrations, please contact Stephanie Crane at (914) 793-9400 or [scrane@seafoodchoices.com](mailto:scrane@seafoodchoices.com).

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