



**FOR IMMEDIATE RELEASE**

Media Contact: Lisa Nourse | LNPR  
(415) 509-5463  
lisa@lisanourse.com

## **Center for Asian American Media Presents 'CAAMFeast' Event Celebrating Asian American Culinary Achievement**

*Delicious Lineup Includes Food & Beverage Reception, Silent Auction, and Awards Ceremony Honoring Chef Roy Choi, Asian Chefs Association, and People's Kitchen Collective*

**SAN FRANCISCO – February 9, 2017** – The Center for Asian American Media (CAAM) is pleased to announce program details for its fourth annual culinary showcase, **CAAMFeast: Stories, Food & You**, which will be held at the San Francisco War Memorial's Green Room on Saturday, March 4, 2017.

A celebration of Asian American culinary achievement, CAAMFeast consists of a reception-style **food and beverage event featuring preparations from notable Asian chefs and artisans**, an **auction** that offers attendees the opportunity to bid on highly sought-after experiences such as travel and exclusive dining packages, and a **multimedia awards ceremony** to acknowledge the contributions of key individuals and organizations in the Asian American culinary community. This year's **CAAMFeast honorees each possess a sincere dedication to the concept of "community."** Though the ways they engage the idea are very different from one another, each entity offers an important perspective and serves as a catalyst for change and evolution.

### CAAMFeast 2017 Honorees

- **Chef Roy Choi** (chef and author) will be honored for his dedication to creating access to wholesome food in underserved urban communities, and being an evangelist for utilizing food to promote social justice.
- **Asian Chefs Association** will be honored for helping to establish a central voice for the Bay Area Asian American culinary community, and for its significant charitable contributions. Co-founders include chef Khai Duong (chef and owner of Khai restaurant, former chef-owner of Ana Mandara restaurant), chef Christopher Yeo (Straits), and chef Lawrence Chu (Chef Chu's in Los Altos, California).
- **People's Kitchen Collective** (a food-centered political education project and event series) will be honored for the group's activism and passion for preserving cultural identity through cooking and sharing food.

### Tasting

CAAMFeast attendees will enjoy tastings from restaurants and food artisans including LocoL, Hodo Soy, Boba Guys, Buffalo Theory, and Socola Chocolatier served alongside top-shelf cocktails courtesy of Remy Martin and Distillery No. 209.

-more-

**STORIES TO LIGHT**

**A** 145 NINTH STREET, SUITE 350, SAN FRANCISCO, CA 94103-2641 **T** 415 863 0814 **F** 415 863 7428 **W** WWW.CAAMEDIA.ORG

Event information

CAAMFeast, presented by Center for Asian American Media

Saturday, March 4, 2017

6 - 9 p.m. General Admission (VIP reception from 5 - 6 p.m.)

San Francisco War Memorial – The Green Room (401 Van Ness Avenue, San Francisco)

Cocktail attire

Tickets

All proceeds support CAAM’s legacy and future as the nation’s leading Asian American media arts organization committed to telling the stories of Asian communities.

\$175 General Admission – awards ceremony, food and beverage

\$275 VIP – “In the Kitchen” with People’s Kitchen Collective (tasting presentation in the Green Room kitchen), awards ceremony, food and beverage

\*post Feb 12, ticket prices are \$200 GA, \$300 VIP, and \$100 student/nonprofit

Honorees

**Roy Choi**

Roy Choi, a Korean American chef and culinary icon who played an instrumental role in popularizing Korean tacos and food truck culture, has been named to *TIME* magazine’s list of the 100 most influential people in the world (2016) and was the first food truck operator to be named to *Food & Wine* magazine’s illustrious list of “Best New Chefs” (2010). *The New York Times* bestselling author of *L.A. Son: My Life. My City. My Food.*, Choi owns and operates an empire of L.A. based eateries including Kogi BBQ Trucks, Chego!, A-Frame, Commissary, POT, and fast food business LocoL – a joint venture with Michelin-starred, San Francisco-based chef Daniel Patterson (Coj, Alta, Aster) which has locations in Watts, California and Oakland, California.

Choi’s contributions extend far beyond Korean tacos. Through LocoL, he has been a powerful proponent of utilizing food to promote social justice by creating access to fast, fresh, and affordable food – as well as above minimum-wage jobs – in underserved urban communities. In 2013, Choi spoke at the MAD Symposium in Copenhagen (considered to be the TED Talks of the culinary industry) and issued a challenge to his colleagues to consider: For every restaurant we build, let’s build a restaurant in “the hood.” Choi’s passion to create economic and culinary opportunities in disadvantaged communities has pushed him into the national spotlight, and onto CAAMFeast’s roster of honorees.

**Asian Chefs Association**

Founded in 1996, Asian Chefs Association (ACA) was an important pioneer in establishing a central voice for culinary professionals dedicated to growing and elevating Asian cooking in the Bay Area. Besides serving as a place of belonging for the Asian culinary community, ACA facilitated charitable service projects to support global crisis relief efforts. The organization’s service arm, Chefs Without Borders, was established in 2005 to assist tsunami victims in South Asia; ACA proceeded to raise funds to relieve victims of Hurricane Katrina, provide financial aid to a Saigon cooking school, and orchestrate an annual holiday meal service for thousands of

homeless through San Francisco's Glide Memorial Church. ACA co-founder and chef Khai Duong – best known as chef-owner of San Francisco's late but beloved Ana Mandara restaurant – will accept the award on behalf of himself and ACA co-founders chef Christopher Yeo (Straits), and chef Lawrence Chu (Chef Chu's in Los Altos, California). Duong recently opened Khai, an upscale Vietnamese restaurant with a 10-course tasting menu, and he remains dedicated to advancing Asian American culinary achievement, especially with regard to pushing the boundaries of traditional Vietnamese cooking.

### ***People's Kitchen Collective***

Oakland-based People's Kitchen Collective (PKC) is a collective of three powerful individuals impassioned to preserve cultural identity and create social change via food. PKC's Sita Kuratomi Bhaumik, Jocelyn Jackson, and Saqib Keval produce community dining experiences and workshops that encompass food, memory, politics, storytelling, music, visual art, and poetry, in conjunction with artists, activists, chefs, and scholars. Founded in 2007 upon the principle that cooking and sharing food creates a positive, loving space for conversation about culture, struggle, identity, and solidarity, PKC's ultimate goal is to "fill our stomachs, nourish our souls, and feed our minds."

The People's Kitchen Collective was included in the 2017 YBCA 100 List and are recipients of the Kenneth Rainin Foundation Open Spaces Program. Their art installations have been exhibited at the Smithsonian, Oakland Museum of California, and SOMArts.

### **About CAAMFest**

Launched in 2013, CAAMFest pays tribute to the critical contributions of Asian Americans in our evolving culinary landscape. Asia's pervasive influence on American lifestyle and identity is perhaps best evidenced in the changing ways America eats. CAAMFest celebrates this influence and the ways cultural memory and storytelling are passed down through food. CAAMFest award alumni include pioneer chef Martin Yan (M.Y. China, *Yan Can Cook*, Inc.); award-winning chocolatier Wendy Lieu (Socola Chocolatier); celebrated food writers and organic farmers the Masumotos (Masumoto Farm); host of PBS series *LUCKYCHOW* Danielle Chang (LUCKYRICE); chef-restaurateur Tim Luym (Buffalo Theory restaurant); and Michelin-starred chef Brandon Jew (Mister Jiu's restaurant). For more information, visit [caamedia.org/caamfeast-awards-stories-food-you](http://caamedia.org/caamfeast-awards-stories-food-you).

### **About CAAM**

CAAM (Center for Asian American Media) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing, and exhibiting works in film, television, and digital media. For more information on CAAM, please visit [caamedia.org](http://caamedia.org).

###