

For Immediate Release:

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**Celebrated Chef José Andrés Launches World Central Kitchen
New Effort to Fight Hunger Using Social Business Model**

Washington, DC (November 8, 2010) -- Celebrated Chef José Andrés announces the creation of World Central Kitchen (WCK), a new organization that seeks to feed and empower people affected by humanitarian crises and chronic food insecurity around the world. WCK will cook for and feed vulnerable people, will drive money into local economies by purchasing food locally and will promote the use of nutritious foods, recipes, and environmentally sustainable cooking fuels and technologies all while applying the principles of social business.

The James Beard award-winner decided to found WCK following a visit to Haiti in April with The Solar for Hope project, a private relief effort he helped organize in the wake of the quake. There Andrés saw many nonprofits at work to address immediate needs of the hungry but few working to do it in a way that addresses longstanding issues of health, nutrition, jobs and the environment that have plagued Haiti.

"After the earthquake, like many people I wanted to help but I wanted to do more than just write a check. So I thought I am a cook, I will go to Haiti feed people. I called a friend of mine who makes solar kitchens and we went to Haiti," said Andrés.

“Once there I saw the enormity of the problem. It was not enough to simply feed the hungry at that moment. We needed to help build a better future for Haiti, one where Haitians can feed themselves.”

WCK seeks to not just feed people in crisis but to provide people with the tools they need to feed themselves whether through jobs or the creation of small businesses. To further the goal of using social business models where possible, WCK has partnered with Grameen Creative Lab, an organization established by Nobel Peace Prize winning economist, Dr. Muhammad Yunus.

During the first week of November, Andrés made another trip to Haiti where WCK is currently exploring several projects including a company canteen that feeds 5,000 people a day at a factory in Ouanaminthe, Haiti. WCK will work to switch the kitchen from charcoal to greener and safer cooking technology, to train the staff in hygiene and to provide them with effective and simple accounting tools. These changes will benefit the community by reducing the health hazard for their clients represented by the current conditions of food supply, improve the profitability of the cooks' business and reduce the negative impact of cooking with charcoal. A second project involves construction of a kitchen at an orphanage.

About José Andrés

A native of Spain, José Andrés is a James Beard Award winning chef and owner of ThinkFoodGroup, the team responsible for Washington, DC's popular and award-winning dining concepts Jaleo, Zaytinya, Oyamel, Café Atlantico and the critically-acclaimed minibar by José Andrés, as well as Los Angeles' four star destination, The Bazaar by José Andrés at the SLS Hotel at

Beverly Hills. In 2009, he launched José Andrés Catering with Ridgewells and was recently awarded the contract to manage the café at Arena Stage in Washington. He is the author of several cookbooks including *Tapas: A Taste of Spain in America* (Clarkson Potter) and is the host and executive producer of the PBS culinary series "Made in Spain." In the fall of 2010, José lectured at Harvard as part of the course "Science and Cooking". His next projects, a redesigned Jaleo and an all new Chinese-Mexican concept, China Poblano, open at The Cosmopolitan at Las Vegas in December of 2010.

About World Central Kitchen

Founded by celebrated chef José Andrés in 2010 following a trip to earthquake-devastated Haiti, World Central Kitchen (WCK) will help countries affected by humanitarian crisis and chronic food insecurity by cooking for and feeding vulnerable people, by supporting the local economy through local food purchases and by promoting nutritious foods, recipes, and environmentally sustainable cooking fuels and technologies. WCK has not yet been recognized as an Internal Revenue Code Section 501(c)(3) organization by the Internal Revenue Service. WCK is in the process of applying for tax-exemption from the IRS. For more information, www.worldcentralkitchen.org

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