



nourishing body and soul with every bite

## ABOUT NOURISH NETWORK

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### ***What is Nourish Network?***

Veteran food writer and branding consultant, Lia Huber, founded Nourish Network with the mission to help people enjoy food that's healthy for both their bodies and their earth. Laid out like an online magazine meets Facebook for foodies, Nourish Network promotes sustainable change with tempting recipes and bite-sized bits of rich content on sound nutrition, "eco-clean" eating and being mindful around meals while inviting members to dig deeper into the conversation and connect with others who share similar views and concerns. On the surface, Nourish Network empowers people to maintain a healthy body, a comfortable weight and an eco-clean conscience while getting more pleasure from food. On a deeper level, it shows people how to feel fulfilled, content and connected with every meal, every bite.

### ***Nourish Network's Roots***

Over the past twelve years, as a writer and recipe developer for *Cooking Light* (where Lia is a contributing editor and media spokesperson), *Prevention* and *Health*, Lia Huber has encouraged millions of readers to cook fresh, healthy meals and answered numerous questions about technique, nutrition, mindfulness and the environment in the recipes and articles she's shared. But there's another crucial credential she brings to Nourish Network: she lives it.

Lia became enamored with food in her early 20s when she lived in France and Greece. The freshness of everything—at the open markets of Paris, on the family farms of Corfu—was an epiphany, as was the way a meal became the centerpiece of the day rather than something to be consumed quickly, illicitly, with as little fat or pleasure as possible. Yet Lia couldn't shake the self-reproach instilled by coming of age during America's low-fat craze. When she moved to wine country a decade later and was faced with a serious health crisis she realized that, despite having been on a "diet" for nearly two decades, she still weighed "twenty too many" and had no idea what healthy living really looked like.

So Lia set out to learn. Over the next few years she sought out nutrition-focused assignments while exploring the bounty of her new home in California, which offered the perfect backdrop for learning about nourishing both body and soul. She began making regular trips to the farmers' market and artisan purveyors, and even planted a garden of her own. The more connected Lia grew to food the more passionate she became about protecting its source.

At the same time, her research was unearthing a marvelous truth: the fruits and vegetables, the oils and whole grains, the meat and fish raised and caught in sustainable ways that she had come to adore were exactly the foods she should be eating for both her health and her weight. Lia finally felt free to partake in the pleasures of the table without being plagued by guilt and, almost without effort, the pounds fell away for good.

These experiences—both personal and professional—planted the seeds for Nourish Network. Lia's hope is that as Nourish Network flourishes, many others will learn how to nourish body and soul with every bite.



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\*\*\*FOR IMMEDIATE RELEASE\*\*\*

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## **New Website Offers to Nourish Members in the New Year with a Chance to Win a Trip to Wine Country**

**Healdsburg, CA** – November 4, 2009 New website and social hub Nourish Network empowers people to maintain a healthy body, a comfortable weight and an eco-clean conscience while getting more pleasure from food. And what better way to kick it off than with a chance for members to win a trip to California’s Sonoma County, where founder Lia Huber hails from. On January 1, 2010, a member will be drawn at random to win a three day trip for two to Healdsburg, CA.

“My mission is to nourish body and soul with every bite. It seemed a natural fit to celebrate the launch of Nourish Network, which focuses on enjoying food that’s healthy for both our bodies and the earth, with a personal visit here to wine country,” says Huber. “This was where the seeds for Nourish Network were sown, and where it will flourish from.” On the menu is a behind the scenes tour of Cakebread Cellars, a leader in sustainable practices; visits to local artisanal food producers and farms; and one-on-one cooking instruction from Lia, a veteran food writer and recipe developer for top national publications like *Cooking Light* and *Prevention*.

The new Nourish Network promotes sustainable change with bite-sized articles on sound nutrition, “eco-clean” eating and being mindful around meals along with tempting recipes (all professionally developed and tested and accompanied by gorgeous photography) that put the principles into practice. Nourish Network recipes are rooted in seasonal ingredients while drawing on flavors from around the globe, most are doable in a weeknight, and all fall below the 500 calorie mark.

Short Kitchen Tips Video Clips teach viewers time-saving techniques to help them get more comfortable in the kitchen, and a social media aspect—like Facebook for foodies—lets members connect, make friends, create profiles, and dig into deeper conversation. “A lot of sites feature user-generated content,” says Huber. “I wanted to create a site with professionally-produced content driving user-generated conversation. The idea is to foster deeper connections amongst community both online and off.” Huber draws not only on her own journalistic and culinary skills for Nourish Network, but on those of her colleagues as well. Alison Ashton, Cheryl Sternman Rule, Kurt Friese and Jacqueline Church are the four initial core contributors for the site.

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Another unique aspect of Nourish Network is Huber's approach to advertising, where in order for a company to advertise they must be authentically advancing the principles of sound nutrition or eco-clean eating and living. "I didn't want our principles to fly out the door once readers hit the margins of the page, so I developed an approach where we can connect viewers to goods and services that fit their values, interests and needs, and at the same time champion companies of all sizes that are making peoples' lives a bit healthier, a bit calmer, a bit greener, a bit better."

To nourish your body and soul with every bite, visit Nourish Network. To be automatically entered to win a trip to wine country, become a member before December 31, 2009.

#### *About Nourish Network*

Veteran food writer and branding consultant, Lia Huber, founded Nourish Network with the mission to nourish body and soul with every bite by helping people enjoy food that's healthy for both their bodies and the earth. Laid out like an online magazine meets Facebook for foodies, Nourish Network promotes sustainable change with tempting recipes and bite-sized bits of rich content on sound nutrition, "eco-clean" eating and being mindful around meals while inviting members to dig deeper into the conversation and connect with others who share similar views and concerns. On the surface, Nourish Network empowers people to maintain a healthy body, a comfortable weight and an eco-clean conscience while getting more pleasure from food. On a deeper level, it shows people how to feel fulfilled, content and connected with every meal, every bite.

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## FOUNDER BIO

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### Lia Huber Biography

Lia Huber had an auspicious start to her food career when she won a gold medal in a beanstalk growing contest at her kindergarten. But it wasn't for another two and a half decades, when she moved from New York to San Francisco in 1997, that she cultivated food into a full-time pursuit. Since then, Lia has written hundreds of recipes and articles for over a dozen national magazines including *Cooking Light*, *Prevention*, *Health*, *Natural Health*, *Hemispheres* and *Fitness*, and her work has been featured on CNN.com, MSNBC.com and WebMD. Lia has appeared live on FOX and ABC television and speaks on nourishing body and soul through food.

Now Lia is furthering her goal of helping people enjoy food that's healthy for both their bodies and the earth in new ways. Lia recently launched Nourish Network—like an online magazine meets Facebook for foodies—to promote sustainable change with tempting recipes and bite-sized bits of rich content on sound nutrition, “eco-clean” eating and being mindful around meals. Also in the works is a small-group coaching program called MyNourishMentor. On the surface, Lia's goal is to help people maintain a healthy body, a comfortable weight and an eco-clean conscience while getting more pleasure from food. But on a deeper level, it's about helping people feel fulfilled, content and connected with every meal, every bite.

Lia first broke into writing during the wee hours of the night in the late 90s while working as a marketing manager in New York City by day. Her first article, in a 1996 issue of *Hemispheres*, covered the music clubs in the Uptown neighborhood of New Orleans and was followed by several other destination pieces. But her move to California spawned a love affair with fresh, seasonal produce and local ingredients and Lia shifted her focus from travel to food. Later, a serious health issue and a persistent “20 pounds too many” prompted Lia to branch out and seek nutrition-focused assignments to learn from the experts what healthy living looked like.

In addition to writing for publication, Lia also continues to help food and wine companies find their voices as a branding and messaging consultant. She is also Vice Chair of the Food Writers, Editors and Publishers section of the International Association of Culinary Professionals. Lia received an MBA from University of Florida, a BA in Communication with a minor in French from Tulane University, and has studied at the Sorbonne in Paris and the Culinary Institute of America Greystone in Napa Valley. She recently finished writing her first novel, *I Land Home*, a culinary odyssey that takes readers from an island in Greece to both coasts of America. Lia lived in New York, New Orleans, Paris, Greece, Costa Rica and San Francisco before putting down roots in Healdsburg with her husband, Christopher, and daughter, Noemi.



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## Nourish Network's Contributors

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### ***Alison Ashton***

A longtime editor, writer, and recipe developer, Alison Ashton is a Cordon Bleu-trained chef. She has worked as a features editor for a national wire service and as senior food editor for a top food magazine. Her work has appeared in *Cooking Light*, *Vegetarian Times*, and *Natural Health*, and she co-authored *Romantic Days & Nights in San Diego* (Globe Pequot). A native of San Diego, Ashton has traveled extensively, sampling foods all over the world. One of her most unusual eating experiences was sampling bull's penis and snake in a tiny town on a tributary of China's Yangtze River. After living in the Deep South for six years, Ashton developed a healthy appreciation for barbecue but never did come around on okra. She considers cheese to be a separate food group. Her dog, Rascal, is her official kitchen assistant.



### ***Cheryl Sternman Rule***

Cheryl Sternman Rule is a widely published food and nutrition writer whose articles and original recipes have appeared in magazines, cookbooks, and online. She is a contributing editor at *EatingWell* and has also written for *Body + Soul*, *Health*, *Vegetarian Times*, *Cooking Light*, *Restaurants & Institutions*, *Culinate*, and the American Heart Association, among others. She is also the voice behind the popular food blog *5 Second Rule*. Cheryl's colorful work history includes time in a commercial bakery and two years each at the U.S. Department of Justice in Washington, DC and as a Peace Corps Volunteer in Eritrea, East Africa. A culinary school graduate, she is currently working on a cookbook about produce.



### ***Jacqueline Church***

Jacqueline Church is an independent writer whose work has appeared in national and regional print magazines, and various online publications. She often writes about gourmet food, sustainability issues and the intersection of the two. Currently, she's at work on *Pig Tales: a Love Story* about heritage breed pigs, the farmers and chefs bringing them from farm to table. For three years she has written the *Gourmet Food* column on *Suite101.com* and published the *Leather District Gourmet* blog.



### ***Kurt Michael Friese***

Chef Kurt Michael Friese is the founding leader of *Slow Food Iowa*, serves on the *Slow Food USA* National Board of Directors, and is editor and publisher of the local food magazine *Edible Iowa River Valley*. A graduate and former Chef-Instructor at the *New England Culinary Institute*, he has been Chef and owner, with his wife Kim McWane Friese, of the Iowa City restaurant *Devotay* for 12 years. Friese is a freelance food writer and photographer as well, with regular columns in 6 local, regional and national newspapers and magazines, and his book, *A Cook's Journey: Slow Food in the Heartland* was published in 2008 by Ice Cube Press.





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## What You'll Find on Nourish Network

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Nourish Network stands out from the online crowd in several ways:

- **High caliber content:** Where many social networking and food sites focus on user-generated content, Nourish Network features *professionally-produced* content by credentialed food writers and recipe developers to drive *user-generated* conversation, positioning Nourish Network to be an expert source for maintaining a healthy body, a comfortable weight and an eco-clean conscience while getting more pleasure from food.
- **Nourishing recipes:** Nourish Network's recipes—all professionally developed and tested—are rooted in seasonal ingredients while drawing on flavors from around the globe. Most dishes are doable in a weeknight, and all fall below the 500 calorie mark and adhere to the principles explored in the content.
- **Mouthwatering photography:** We at Nourish Network believe in engaging all the senses around food. Our high-quality photography engages readers and pulls them into the site.
- **Kitchen Tips Video Clips:** Short, under two minute video clips teach viewers time-saving techniques to help them get more comfortable in the kitchen.
- **Streamlined focus:** Nourish Network does not try to be everything to everyone. We offer bite-sized bits of information (in written and video format) on sound nutrition, being mindful around meals and eating with an "eco-clean" conscience, along with recipes and guidance that illustrate the information.
- **Connection through content:** Rather than a forum area that is separate from the content, Nourish Network uses the informational content as a catalyst for deeper conversation and social media technology to encourage interaction between members.
- **Proven personalities:** The founder of Nourish Network, Lia Huber, along an the opening stable of Core Contributors represent experienced and outspoken personalities both in print and online.
- **Nourish 360 Degree Value Ad Program:** Nourish Network is committed to providing worth to all parties involved: advertisers, members, viewers, investors and contributors. This approach allows us to champion companies and individuals who authentically advance the principles of sound nutrition and mindful, eco-clean eating and living through our ad program.



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## **SAMPLE NOURISH NETWORK RECIPES**

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Recipes on Nourish Network are rooted in seasonal ingredients while drawing on flavors from around the globe, and most are doable in a weeknight. Unlike many sites relying on user-generated recipes or even wiki-recipes—where any user can make changes—Nourish Network features recipes developed and tested by professional chefs and seasoned recipe developers, so readers know that what they see is what they'll get. All the recipes on the site also fall below the 500 calorie mark and adhere to the principles explored in the content, so readers can be confident they'll be able to maintain a healthy body, a comfortable weight and an eco-clean conscience when assembling meals from the site.

Here's a taste of what you'll find:



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## Harvest Pasta

*There are so many things I love about this pasta. For one, it's packed with loads of my favorite vegetables. For another, its incredible flavor is the perfect illustration of just how delicious healthy can be. But it also, to me, captures the essence of the change of season: summer's bounty exuding a homey scent as it roasts in the oven, a portent of the many braises to come. What can I say? This dish truly nourishes me body and soul.*



- 4 cups eggplant, cut into 1-inch cubes
- 2 medium onions, thinly sliced
- 5 garlic cloves, thinly sliced
- 2 cups sweet frying peppers (like Cubanelle), sliced into thick rings
- 4 cups tomatoes, cut into 1-inch cubes
- 3 tablespoons extra virgin olive oil
- sea salt and freshly ground pepper
- 3/4 pound dried whole grain pasta (your choice of shape, I especially like fusilli or penne with this)
- 1 tablespoon white wine vinegar
- 1/2 cup grated Parmigiano-Reggiano cheese
- 1/2 cup basil, torn

Preheat oven to 400.

Toss eggplant, onions, garlic, peppers and tomatoes with olive oil, salt and pepper in a large mixing bowl and spread in a large, heavy roasting pan. Roast for 45 minutes to an hour, turning occasionally, until ingredients are slightly caramelized and melded together into a chunky sauce.

Cook pasta in a large pot of salted water while vegetables are roasting. Strain pasta and return to pot, reserving 1/2 cup cooking liquid.

When vegetables are done, scrape them into the bowl with the pasta and toss. Pour the reserved pasta water into the roasting pan to deglaze and add the vinegar. Pour over pasta and toss again.

Top with cheese and basil and serve.

*Serves 8*



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### **Plum Parfaits with Bulgur and Vanilla Yogurt**

*Pick a few extra plums for this ultra-simple dessert. It's got both grown-up aesthetic appeal and a healthful hit of whole grain.*

- 1/2 cup water
- 1/2 cup bulgur, fine or medium
- 2 cups plums, pitted, halved and thinly sliced crosswise
- 2 tablespoons sugar
- 1/4 cup orange juice
- 1/2 teaspoon cornstarch
- 1/4 teaspoon almond extract
- 2 cups lowfat vanilla yogurt
- 1/3 cup sliced almonds, toasted



Bring water to a boil in a medium saucepan. Stir in bulgur, turn off heat, cover and let sit for 10 minutes. Fluff with a fork.

Stir together plums, sugar, orange juice and cornstarch in a small saucepan and bring to a simmer over medium heat. Simmer for 4-5 minutes, until thickened slightly. Stir in almond extract.

In each of 4 small, tall glasses, layer a third of the yogurt, plums and almonds. Add a layer of half the bulgur, then repeat with half the remaining yogurt, plums and almonds. Finish with a final layer of bulgur, yogurt, plums and almonds.

*Serves 4*



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## Appearances and Quotes

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- Live instructional segments and cooking demos on FOX television, ABC's View from the Bay and Los Angeles's KTLA Morning News
- Lia's articles have been featured on CNN.com, WebMD.com and MSNBC.com
- Guest instructor at Rancho La Puerta Resort and Spa August, 2009 and August, 2010 (scheduled)
- Teaches numerous classes featuring fresh, seasonal foods at Relish Culinary Center in Healdsburg, CA
- Moderator of Food Prices, Health and Access to Food panel at UC Davis's inaugural Symposium for Food Systems and Sustainability (2009)

"Lia Huber is a joy to work with, and would be even if all(!) she offered were an encyclopedic knowledge of cooking, a zest for healthfulness, and a sure sense of what tastes great. She has those traits, certainly, and more: She's a spirited writer, a sure editor, and she always makes deadline. And if that weren't enough, I find myself making her recipes again and again for my own family. In short, her varied experience, terrific palate, and impeccable professionalism make her one of the magazine's most valued contributors."

--Mary Kay Culpepper

*Editor in Chief, Cooking Light*

"Lia is a pleasure to work with. She genuinely relates to her audience and comes at any assignment with enthusiasm, integrity, and creativity."

--Ann Pittman

*Food Editor, Cooking Light*

"Lia and I worked together on the launch of Swirling Notions blog for Clos du Bois Wines. She is an amazing resource as a marketing consultant; Lia is consistently focused on driving and measuring results towards a strategic objective - in unique, creative ways. Lia went beyond providing a service and became an extension of our marketing team - overdelivered on every aspect of our partnership!"

--Jason Daniel

*Brand Director, Clos du Bois*



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