



Story Angle Ideas

Following are some ideas for an upcoming feature in your publication. We are happy to provide photos, recipes and art electronically and according to your exact specifications.

FEATURE ANGLES

Is Fast Food Making You Fat?

July 24, 2002—Fast Food Lawsuit

Caesar Barber sues McDonald's, Burger King, Wendy's and KFC, filing a class action lawsuit on Wednesday in the New York State Supreme Court in the Bronx on behalf of an unspecified number of other obese and ill New Yorkers who also feast on fast food. This is the first broad-based action taken against the fast food industry for allegedly contributing to obesity.

November 6, 2002—McDonald's Downsizes

McDonald's closes 175 restaurants worldwide, exits some markets and slashes up to 600 jobs in an effort to cut costs. For Jack Greenberg, McDonald's chief executive, the move is just the latest of numerous attempts to fix the struggling company.

Get Lean, Go Green—Lighten up with Vegetarian Food

October 8, 2002—Alarming Obesity Statistics Announced

Obesity continued to increase dramatically during the late 1990s for Americans of all ages, with nearly one-third of all adults now classified as obese, according to new data from the 1999–2000 National Health and Nutrition Examination Survey published today in the Journal of the American Medical Association. During the same period, the number of overweight adults rose from 56 percent to 65 percent of the population.

Parents Question Health Value of School Lunches

May 31, 2002—School offers Organic Lunches

Palo Alto Unified School District becomes one of just a few districts in the nation to offer organic lunches. Meals include organic entrees like pasta and meatless burgers, beverages, fruits, vegetables and snacks.

Bay Area Opts for Healthy International Vegetarian Fare

Because of the great multi-ethnicity of the Bay Area and the deep history of vegetarianism in many of these groups, a story on the cuisine of a few select countries would be fascinating. Never before have there been so many vegetarian Indian, Vietnamese, and Chinese restaurants in the Bay Area.

Tainted Meat Still Epidemic

October 12, 2002—Massive Meat Recall

USDA launched the largest meat recall in U.S. history. 27.4 Million pounds of meat was contaminated with *Listeria monocytogenes* bacteria, which can cause high fever, severe headache, neck stiffness nausea and death.

FOOD ANGLES

Healthy & Hearty Vegetarian Soups

This seasonal theme would coincide perfectly with the date of the Veg Fair (February 1). Vegetarian soups are healthy, simple to prepare and delicious. Please see the enclosed recipes for a sampling of what could be used (Thai Corn Soup with Coconut, Fresh Lime & Ginger; African Bean Soup; and Caramelized Onion Soup). Two of the recipes are created by Veg Fair Chef Demonstrators Eric Tucker (of San Francisco's Millennium Restaurant) and cookbook author Jennifer Raymond.

Vegetarian Cooking Around the World

Because of the great multi-ethnicity of the Bay Area and the deep history of vegetarianism in many of these groups, a story on the cuisine of a few select countries would be fascinating. Never before have there been so many vegetarian Indian, Vietnamese, and Chinese restaurants in the Bay Area. Some recipe ideas include Indian Channa Masala and Vegetable Biryani; Vietnamese Pho Soup and Spring Rolls; and Chinese Tofu Claypot and Stir-fried Bok Choy with Black Mushrooms.

[more...](#)



FOOD ANGLES cont.

Vegetarian Sushi

With the explosive popularity of sushi in the Bay Area, a story on vegetarian sushi would provide a unique and healthy alternative. Most sushi bars now offer a variety of vegetarian sushi, including Avocado and Shiitake Mushroom Rolls; the multi-vegetable Garden Roll; and Spinach, Tofu and Sesame Rolls. There was even a cookbook entitled *Vegetarian Sushi* recently published (by Brigid Treloar; Periplus Editions).

A Taste of the Veg Fair

To celebrate the upcoming Veg Fair, a feature could highlight one or more of our culinary experts and their recipes. For instance, best-selling cookbook author Jennifer Raymond could be featured along with some of her *Quick & Easy Vegetarian Recipes*. Millennium Restaurant Executive Chef Eric Tucker could be featured along with some of his sensational international cuisine. Raw food chef Al Chase could be featured with some accompanying delicious raw food recipes (à la Roxanne's in Larkspur).

Cookbook Highlights

Two of our chefs are noted cookbook authors. Eric Tucker wrote *The Millennium Cookbook* in 1998, while Jennifer Raymond recently released a new edition of her *Peaceful Palate Cookbook*. Eric will be coming out with the sequel to his first cookbook in early 2003, entitled *The New Millennium Cookbook*. We'll be happy to provide copies of the books upon request.