CHEF OFFERS GREAT FOOD & ADVICE AT BRIDGETON OUTDOOR MARKET

BRIDGETON, NJ – Aided by staff members from the Rutgers Food Innovation Center (FIC), Chef Antoinette Ricci taught downtown audiences how to prepare a delicious and nutritious meal during a cooking demonstration at the Bridgeton farmers market on Friday July 16.

The Bridgeton Outdoor Market, which was planned and implemented in a joint effort between the Food Innovation Center and Tri-county Community Action Partnership, features a rich collection of community events every Friday 10-2pm though August 28th.

Courtney Holtaway and Zac Schaffner, interns at the FIC, assisted head Chief Antoinette Ricci during the two cooking demonstrations on Friday which were held from 10pm-2pm and 5-7pm.

During both sessions the trio prepared and grilled an assortment of vegetables made from Jersey Fresh Produce and Focaccia on the grill in front of an audience of almost thirty on-lookers eager to learn how to prepare the colorful summer meal.

While she mixed ingredients Ricci talked about to the audience about the financial, cultural and personal value of authentic home cooking and the important role that it played in her family life.

“So many young people today make breakfast, lunch and dinner in the microwave,” said Ricci as she mixed ingredients in front of her audience, “They have moved so far away from traditional cooking that when they strike out on their own they have no idea how to feed themselves”.

Ricci, who is a self taught chef and owner of the home cooking school ‘Kitchen Wisdom’ in Vineland, offers cooking classes to individuals of all ages.

The FIC will return to the Bridgeton Outdoor Market on the Riverfront on August 20 with another round of cooking demonstrations for Rutgers Day.

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About Rutgers Food Innovation Center

The Rutgers Food Innovation Center is a unique business incubation and economic development accelerator program that provides business and technology expertise to small and mid-sized food and agribusinesses in New Jersey, and utilizes its outreach capacity to reach the food industry throughout the nation. Clients include farmers and cooperatives, startup food companies, existing small and mid-sized food establishments and retail and foodservice markets. The center’s new 23,000-sq.-ft. food incubator facility enables the marketing, development and distribution of new products for the center’s clients, and the evaluation of new technologies and processes. FIC is a research and extension center of Rutgers New Jersey Agricultural Experiment Station. Further information can be found at www.foodinnovation.rutgers.edu