

# the Art of COOKING

SOUL OF THE CARIBBEAN

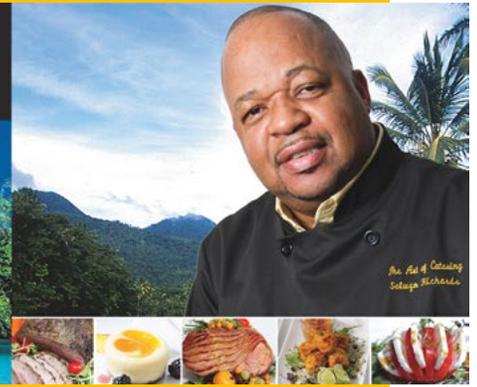


Selwyn Richards

Media Kit  
Spring 2014

# the Art of COOKING

SOUL OF THE CARIBBEAN



## The Art of Cooking - Soul of the Caribbean

The book, which is Selwyn's first, tastefully draws upon the aromas, flavors and textures of the Caribbean, providing both novice and experienced cooks with readily available ingredients they need to bring a little bit of the Caribbean to their table.

Chef Richards presents a plethora of Caribbean recipes that are sure to awaken the senses and palate of the reader. In *The Art of Cooking*, he takes the reader on a Caribbean taste melee, which evokes umami-memories, nostalgia, and good times. His encyclopedic knowledge of spices and his attention to detail in food preparation is seen throughout the book, as he carefully explains how to blend ingredients with step-by-step methods. "Along with classic recipes and exotic mixes, I have shared my thoughts on food and a mélange of mouthwatering dishes," says Mr. Richards. "I will take you on a tour of the Caribbean - from spicy jerk chicken, escoveitch red snapper filet, succulent curried conch and braised oxtail to pepperpot soup - and reveal some of the secrets I have garnered over my twenty-five years of creating delicious food."



# Chef Selwyn Richards

Born and raised in Jamaica, Selwyn Richards has distinguished himself as a chef par excellence, presenting meals to various international dignitaries. His audience has included Prime Minister Stephen Harper and The Honorable Portia Simpson Miller, among others. His company The Art of Catering enjoys a stellar reputation and has catered for various media and film production houses throughout North America, the Caribbean, and Europe. An award-winning chef, Richards received silver medals and one bronze medal at the Food & Wine Show in 1987. He is also the 2014 Harry Jerome award winner for Business Excellence.

Chef Richards has successfully catered numerous events and has worked in numerous prestigious restaurants in and around Toronto. He also played a crucial role in the opening of the SkyDome, where he managed his own department as head chef. As CEO of The Art of Catering, Selwyn is known in the film industry as a top-notch food stylist. His work has been featured in movies such as *American Pie*, *Cheaper by the Dozen*, and *Breakout Kings*, and has appeared in network shows such as *I Do*, *Let's Eat*, *Rich Bride, Poor Bride*, *Defiance*, *Nikita*, *Covert Affairs*, and *Soul Food*. For the past two years he has presented as a celebrity chef at the Canadian National Exhibition.

**Award-Winning Chef Selwyn Richards Announces the Release of His New Book, The Art of Cooking - Soul of the Caribbean**  
**Chef Richards presents a plethora of Caribbean recipes that are sure to awaken the senses and palate of the reader.**

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**TORONTO, ON CANADA February 27th 2014** - Highly acclaimed celebrity chef and food stylist Selwyn Richards announces the release of his new culinary book, *The Art of Cooking - Soul of the Caribbean*. The book, which is Selwyn's first, tastefully draws upon the aromas, flavors and textures of the Caribbean, providing both novice and experienced cooks with readily available ingredients they need to bring a little bit of the Caribbean to their table.

Chef Richards presents a plethora of Caribbean recipes that are sure to awaken the senses and palate of the reader. In *The Art of Cooking*, he takes the reader on a Caribbean taste melee, which evokes umami-memories, nostalgia, and good times. His encyclopedic knowledge of spices and his attention to detail in food preparation is seen throughout the book, as he carefully explains how to blend ingredients with step-by-step methods. "Along with classic recipes and exotic mixes, I have shared my thoughts on food and a mélange of mouthwatering dishes," says Mr. Richards. "I will take you on a tour of the Caribbean - from spicy jerk chicken, escoveitch red snapper filet, succulent curried conch and braised oxtail to pepperpot soup and reveal some of the secrets I have garnered over my twenty-five years of creating delicious food."

Jamaican born, Selwyn Richards won awards at the Food & Wine Show in 1987, gaining two silver medals and one bronze medal. He is also the 2014 Harry Jerome award winner for Business Excellence. Chef Richards has successfully catered numerous events and has worked in numerous prestigious restaurants in and around Toronto. He also played a crucial role in the opening of the SkyDome where he managed his own department as head chef. CEO of The Art of Catering, Selwyn is known in the film industry as a top-notch food stylist. His work has been featured in movies such as *American Pie*, *Cheaper By The Dozen*, *Breakout Kings*, and has appeared in network shows such as "I Do, Lets Eat", "Rich Bride, Poor Bride", *Defiance*, *Nikita*, *Covert Affairs* and *Soul Food*. For the past two years he has presented as a Celebrity Chef at the Canadian National Exhibition.

### **Launch Event**

*The Art of Cooking - Soul of the Caribbean*, published by Minna Press, will be released on March 5th, 2014 at the St. Lawrence Centre for the Arts, 27 Front Street East, Toronto, 6:00pm. Chef Selwyn Richards will host guests and share tastings of recipes from his new book.

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### **About Chef Selwyn Richards**

Born and raised in Jamaica, Selwyn Richards has distinguished himself as a chef par excellence, presenting meals to dignitaries such as the prime minister! His company The Art of Catering enjoys a stellar reputation and has catered for various media and film production houses throughout North America, the Caribbean, and Europe. Chef Selwyn Richards has announced the publication of his first book, *The Art of Cooking - Soul of the Caribbean*, which will be released in March 2014. For more information on Chef Selwyn Richards, visit his website [www.theartofcatering.com](http://www.theartofcatering.com)

# Press Mentions

Monday, April 21, 2014  
4:28 PM EDT

thestar.com

## FOOD & WINE

**FREE SATURDAY STAR** with a DIGITAL ACCESS SUBSCRIPTION

Life / Food & Wine / Recipes

**Two classic Jamaican recipes from a Toronto chef**

The Art of Cooking: Soul of the Caribbean offers up simple recipes for these Jamaican classics.

Tweet 15 | +1 1 | reddit this!

+ save to my star

Monday, April 21, 2014  
4:19 PM EDT

thestar.com

## FOOD & WINE

**FREE SATURDAY STAR** with a DIGITAL ACCESS SUBSCRIPTION

Life / Food & Wine

**Toronto chef pours his soul into new Jamaican fusion cookbook**

Harry Jerome honouree Selwyn Richards shares easy to make recipes in The Art of Cooking: Soul of the Caribbean.

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THURSDAY, AUGUST 23, 2012

Jamaican Cuisine by Chef Selwyn Richards @LetsGoToTheEx

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Over 70 New Allergy-Safe & Delicious Recipes for 2013

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### New cookbook features classic Caribbean recipes

Posted by Admin Wednesday March 19 2014 In News

0 COMMENTS 66 VIEWS (1)

It has been a hectic and rewarding past three weeks for award-winning chef Selwyn Richards.

Just days after he was unveiled as a Harry Jerome Award recipient, Richards launched his first cookbook.

As a finicky eater, he didn't consume most of the

## PRIDE

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### chef Selwyn Richards Launches Cookbook

Neil Armstrong  
Contributing Writer

The reception area of the St. Lawrence Centre for the Arts was recently transformed into a locale of pure pleasure when chef Selwyn Richards launched his cookbook, The Art of Cooking: Soul of the Caribbean.

The book, his first, is described as one that "carefully draws upon the aromas, flavors and textures of the Caribbean, providing both novice and experienced cooks with readily available ingredients they need to bring a little bit of the Caribbean to their table."

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### Dairy-Free Love Recipe Guide

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### BBPA Harry Jerome Awards 2014

Black Business and Professional Association

The Black Business and Professional Association (BBPA) is proud to celebrate 32 years of recognizing excellence, both past and present, within the African-Canadian community.

The 32nd BBPA Harry Jerome Awards Annual Gala will be held April 12th 2014.

They are recognized as one of the most

### Selwyn Richards - Business Award

Award winning Chef and Food Stylist, Selwyn Richards, has been planning and cooking delicious food with artistic flare for over 25 years and has successfully catered over 1000 events since 1994.

Chef Selwyn is a published author launching his book The Art of Cooking: Soul of the Caribbean in February 2014. Chef Selwyn is a regular guest of radio, distributes a monthly ezine, The Catering Bite and is contributor to several print publications.

The Business Award is sponsored by:

The Weekly CLEANER with EXTRA

# Expert Topics

Chef Selwyn Richards is an expert in Caribbean soul cooking. His passions include healthy diets using Caribbean spices and recipes, Caribbean style catering for weddings and special events, training chefs in Caribbean art and the science of cooking, and the art of food styling.

Chef Richards has a broad scope of knowledge about food career trajectory, the do's and don'ts of working in restaurants, the differences between cooking and catering, and the steps involved in obtaining a culinary arts degree.

As an author and experienced columnist, he speaks publically about various issues in the food industry, and always strives to inspire the highest standards in his peers, clients, and fans.

Richards prides himself in the use of fresh ingredients, and enjoys speaking on topics such as local ingredients, farm to table sourcing, and other sustainable culinary practices. He is also quite knowledgeable about food temperatures, cleaning meats, prepping food and areas, and training staff on adhering to codes and maintaining cleanliness.

Well versed in French, Italian and Caribbean cuisines, Chef Richards is well-positioned to prepare articles, blogs, videos, webinars, and podcasts on the art of preparing delicious dishes from each of these regions. He also has ample knowledge to share in the form of “Top 10” pieces, do's and don'ts, lessons, and “Top Five” tips.

Chef Richards is available for bylines on how to prepare meals for the week, ways to save money when cooking, how to prepare Caribbean meals and alcoholic beverages, Caribbean theme party menu planning, and a host of other related topics for food blogs and video channels.

## Speaking Engagements

Chef Richards is available for speaking opportunities to:

1. The Art of Cooking– Excerpts from the author's book
2. Teach emerging chef's and caterers how to prepare foods
3. Running a catering business
4. Small group cooking lessons and speaking tie-in's
5. Healthy cooking
6. Art of seasoning and marinating

# **YouTube Video Engagements**

Chef Richard's is available to host YouTube video segments on cooking topics, quick meal segments for busy families, how to prepare foods, the art of seasoning and marinating, and quick tips on how to use certain cooking utensils and ware.

## **Google+ Hangouts**

Chef Richard's is available to do the following Google+ Hangouts:

1. How to prepare weekly meals in one-day
2. How to prepare Caribbean foods
3. The art of cooking for single ladies
4. The art of cooking for teens
5. The art of cooking for dads
6. How to prepare for holiday parties
7. Top 10 cooking gifts of 2014

## **Twitter Chat Engagements**

Chef Richards is available to host weekly or monthly Twitter chats to discuss:

1. The art of seasoning and marinating,
2. The art of cooking
3. Unleashing cooking creativity
4. Caribbean cooking for beginners
5. How to become a chef



# The Art of Catering

## **Mission**

A commitment to provide five star hospitality of service, presentation, cleanliness, quality and friendliness in a relaxed and comfortable environment catering to the multi-cultural community.

GREAT FOOD, GREAT PRESENTATION, FRIENDLY AND PROFESSIONAL SERVICE!

## **Catering**

We have the experience and know-how to consistently perform beyond your expectations, enhancing customer satisfaction and making a lasting impression on you and your guests. Our events are recognized for their creative food, impeccable service and beautiful presentation. Every dish and buffet is a masterpiece.

Our President and Executive Chef has over 30 years of experience in the hospitality industry and has held such prestigious positions as Head Chef Garde-Manger at Skydome and Sous-Chef at CN Tower in Toronto, Ontario, Canada.



**Selwyn Richards**



[www.facebook.com/theartofcateringtoronto](http://www.facebook.com/theartofcateringtoronto)



<https://twitter.com/ChefSelwyn>



<https://www.pinterest.com/artofcatering/>



<https://www.flickr.com/photos/123796949@N08/>

**[www.theartofcooking.com](http://www.theartofcooking.com)**



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