



**FOR IMMEDIATE RELEASE**

## **Chef Wolfgang Puck Takes Eating Well to New Level Benefiting Farm Animals and Customers**

*Implements "First-of-its-Kind" Humane Farm Animal Treatment Program Aimed at Worst Abuses  
and Lauded by The Humane Society of the United States (HSUS)*

*Shifts Other Food Ingredients to All-Natural and USDA Organic*

LOS ANGELES (March 22, 2007) – Wolfgang Puck and the Wolfgang Puck Companies announced today they are taking what they are already known for -- creating the most innovative tastes and style in natural, fresh and organic cooking – to a new level with a comprehensive program that formalizes Puck’s healthful culinary philosophy, ‘**Wolfgang’s Eating, Loving and Living**’ (WELL)<sup>™</sup>. The new program will affect the culinary standards and methods in all Wolfgang Puck Companies, including 14 fine dining group restaurants, more than 80 Wolfgang Puck Gourmet Express fast-casual restaurants, and 43 catering venues across the nation, where 10 million customers dined in 2006.

Making the announcement, Master Chef Wolfgang Puck said: “Our guests want to know the meals they eat in my restaurants are made with fresh, natural, organic ingredients. They want to know where the produce comes from and how the animals are raised. In short, they want to eat healthy food in good conscience, and they know that we can make healthy taste delicious.”

Puck went on to say, “Our guests are interested in the same environmental issues that have long concerned us -- sustainable farming and fishing, humane treatment of farm animals and reducing the amount of hormones, antibiotics, preservatives and pesticides in the food we eat. Using fresh, seasonal, organic produce and naturally raised animals enhances and sustains the quality of life, and that is what **Wolfgang’s Eating, Loving, and Living** is all about.”

The Wolfgang Puck Companies’ evolutionary program will include a commitment to sourcing only from purveyors who treat their animals, produce, and the earth in which they grow it well; to better nutrition for children and teaching children about healthy eating; and to providing the public with information on shopping and cooking well.

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## **Raising the Bar on Treating Farm Animals Well**

A key initiative of Wolfgang's all-natural and organic evolution is a comprehensive, first-of-its-kind humane farm animal treatment program created in partnership with the Humane Society of the United States (HSUS) and with advice from Farm Sanctuary. This historic nine-point program aims to stop the worst practices associated with factory farming, and positions the Wolfgang Puck Companies as the first food establishments in full compliance with all of the HSUS' progressive recommendations. In the next few months, Wolfgang Puck Companies and dining venues will:

1. Only use and serve eggs from cage-free hens not confined to battery cages.
2. Only serve all-natural or organic crate-free pork. Crates prevent pigs from turning around.
3. Only serve all-natural or organic crate-free veal. Crates prevent calves from turning or walking.
4. Only serve certified sustainable seafood
5. Eliminate foie gras from its menus. Force feeding swells ducks' livers up to 10 times their normal size.
6. Only serve all-natural or organic chicken and turkey meat from farms that are compliant with progressive animal welfare standards.
7. Continue to feature and expand certified organic selections on all menus.
8. Continue to offer and expand vegetarian selections on all menus.
9. Send a letter to suppliers regarding methods of poultry slaughter that involve less suffering.

Chef Puck said, "We want a better standard for living creatures. It's as simple as that."

### **Sourcing from responsible purveyors**

Since the early 1980s, Wolfgang Puck has led the industry in sourcing fresh, seasonal, all-natural and organic ingredients. Given changing times and increased product availability, the companies now commit to sourcing and celebrating *only* those farmers and purveyors who have passed company and third-party audits supporting the humane treatment of animals. In addition to farm animals, the companies will make every effort to shift the majority of all food ingredients beyond meat and fish to all-natural\* and USDA Organic\*\*. Some of these likeminded Wolfgang Puck purveyors include Coleman Ranches, **Strauss Veal**, Snake River, and Chino Farms.

"My companies are switching entirely to all-natural and USDA Organic animal products and produce because they help keep us and our children well," Puck said.

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\* no added hormones, no antibiotics, no preservatives, vegetarian fed, sustainable production and raising practices

\*\* all-natural criteria, plus no pesticides and other land management requirements

To date, the 14 Wolfgang Puck-owned fine dining group restaurants are compliant to these standards. Wolfgang Puck Gourmet Express included these efforts in its flagship restaurant in downtown Los Angeles with a goal to roll out the system in the next few months. Wolfgang Puck Catering has already demonstrated its capabilities to serve its most celebrated clients by taking Oscar® organic, with a highly successful organic menu for the 2007 Governor's Ball.

### **Teaching and nourishing our children well**

In discussing his new program's commitment to eating well, Wolfgang Puck said "I am concerned about the increase in diseases such as diabetes and obesity in our children. I believe we have a responsibility to teach young kids not only about nutrition, but about where food comes from, and provide them with healthy food they like to eat. Providing children with healthier foods that are free of hormones, antibiotics, preservatives and pesticides is truly a step in the right direction to ensure the wellness of further generations."

The Wolfgang Puck Companies, in partnership with the Las Vegas Clark County School District, are initiating a program to better understand the needs of children and their taste and menu preferences when it comes to affordable, fresh, all-natural, organic dishes. The program is expected to result in more attractive and healthier school menus, as well as better sourcing standards for Clark County students and other interested school districts across the country.

### **Educating our customers**

The Wolfgang Puck Companies will use its television activities, newspaper columns, book publications, media partnerships and collateral to educate and provide "how to" information on using fresh, natural, organic and humanely treated ingredients and making healthy taste delicious – simply and affordably. Wolfgang Puck merchandising programs will further support the customer's ability to get involved with the brand philosophy.

"Taken as a whole, these activities underscore what our company stands for," said Joe Essa, Executive Vice President of Wolfgang Puck Worldwide, Inc. "We passionately believe that a meal offering the most healthful food that reflects the humane treatment of animals and respect for the earth, the most innovative and delicious tastes, served with genuine hospitality, provides our customers with the very best in eating and dining WELL with Wolfgang's Eat, Love and Live.™"

#### *About The Wolfgang Puck Companies:*

*The Wolfgang Puck Companies – comprised of 14 fine dining restaurants, more than 80 Gourmet Express fast-casual restaurants, premium catering services and quality kitchen and food merchandise – constitute a brand standing for a culinary passion for eating and dining "well." The brand provides only the freshest and healthiest all-natural and organic food; celebrates local farmers and humanely treated animals; offers the most creative seasonal menus and delicious innovative tastes; provides the finest in hospitality; supplies quality products for the well equipped kitchen at any given price point; and provides leadership and "how to" information on fresh, all-natural, organic eating and dining well. The Wolfgang Puck Companies and consumers alike follow and celebrate a central philosophy – Wolfgang's Eat, Love, Live!™. For more information visit [www.wolfgangpuck.com](http://www.wolfgangpuck.com).*