

FOR IMMEDIATE RELEASE

Contact: Lisa Lucas  
(502) 583-3783  
llucas@hqtrs.com

## **Days of Taste® Keeps the Student Body Healthy in Schools Across the Nation**

*The American Institute of Wine & Food set to kick off annual taste education program*

**LOUISVILLE, Ky. (September 4, 2003)** – We protect our children from outside elements through the use of seatbelts, helmets, sunscreen in the summer, and warm clothes in the winter. But what about taking care of them from the inside out? The American Institute of Wine & Food's (AIWF) ninth annual Days of Taste® program is aimed toward cultivating a more nutritionally conscious younger population. Endorsed by Julia Child, the month-long, hands-on program teaches kids that healthy eating can be fun.

Throughout October, chefs, farmers, teachers and parents will bring food exploration to classrooms through events organized by 28 AIWF chapters in various cities across the nation. The discovery-based program teaches children how and where produce is grown, offers the opportunity to compare various taste sensations and flavors through sampling, and allows the children to create a healthy dish with the guidance of chefs and food professionals.

Modeled after a successful European program called the Day of Taste in which chefs from a number of countries visit French elementary school children, Days of Taste® began in 1994 in the U.S. under the auspices of the French Consulate and the New York Chapter of The AIWF.

"In this age of fast and frozen food, we want to teach school children about real food, where it is grown and how it is produced so that they can develop an understanding and appreciation of how good food is supposed to taste." Says Julia Child Julia Child, AIWF cofounder.

Designed and created especially for fourth and fifth-grade students, the Days of Taste® curriculum includes:

- **An explanation of the fundamentals of taste** - seeks to build a food/nutrition vocabulary and to allow children to experience and compare basic tastes, guided by a chef, food professional and classroom teacher;
- **A visit with a local farmer** - allows children to discover the wonder of growth from seed to mature plant and the wealth and variety of locally grown products;
- **The preparation of a harvest salad** - helps students appreciate the seasonality of locally grown foods and how flavors combine with one another; and
- **A visit to the chef's restaurant** - gives students an opportunity to observe restaurant operations and enjoy the sociability of eating a lovingly prepared meal.

-more-

Days of Taste® events are sponsored regionally by individual chapters of The AIWF. Chapters participating in 2003 include Arizona Central; Atlanta; Baltimore; Boston; Chicago; Colorado; Connecticut; Dallas/Ft. Worth; Dayton; Hilton Head; Houston, Kansas City; Kentucky; Los Angeles; Milwaukee; Monterey Bay; New Mexico; New Orleans; New York; Northern California; Orange County (Calif.); Pacific Northwest; Rhode Island; San Diego; Santa Barbara; South Florida; Wichita; and Washington, D.C.

Established in 1981 by Julia Child, Robert Mondavi, the late Richard Graff and other culinary greats as a nonprofit educational organization, The AIWF was founded on the premise that gastronomy, the art and science of good eating, is essential to quality of life. With more than 6,000 members in over 30 chapters in the U.S. and France, The Institute is dedicated to enhancing quality of life through education about what we eat and drink.

To receive more information on Days of Taste® or membership in The AIWF, please call Heidi Yost at (800) 274-2493 or visit The AIWF's website at [www.aiwf.org](http://www.aiwf.org).

###