



CALIFORNIA
TABLE GRAPE
COMMISSION

392 W. Fallbrook Avenue
Suite 101
Fresno, California
93711-6150
Phone: 559-447-8350
Fax: 559-447-9184
grapesfromcalifornia.com

News Release

FOR IMMEDIATE RELEASE
September 3, 2021

Contact: Jeff Cardinale
jeffc@grapesfromcalifornia.com

Celebrity Chef Roger Mooking Demonstrates the Goodness of California Grapes

Fresno, CA – Millions of Canadians around the country had the opportunity to watch celebrity chef and Canadian native Roger Mooking demonstrate the versatility and goodness of California grapes during live segments on “Breakfast Television” and “CHCH Morning Live.” Mooking created three recipes featuring California grapes for the television segments. In addition to the television segments, Chef Mooking conducted radio interviews, a podcast, and a taped television segment for the show “Where Parents Talk.”

Chef Mooking was featured in the food section of the Sun Media Newspaper Group, highlighting California grape images, fun facts, tips, and his newly created California grape recipes. The article will appear in approximately 40 print newspapers and several online sites during September.

In September, Chef Mooking will appear in the online edition of *Canadian Living*, which is the top food magazine in Canada. Chef Mooking will discuss his California grape recipes and show why grapes are a key ingredient in the recipes.

Canada is the number one export market for California grapes, and with Roger Mooking as one of the top Canadian chefs, consumers can expect flavorful pairings this season.



###