



KENT RATHBUN
ELEMENTS

FOR IMMEDIATE RELEASE

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**CELEBRITY CHEF RECIPES CROSS OVER TO THE HOUSEHOLD KITCHEN
WITH THE LAUNCH OF *KENT RATHBUN ELEMENTS***

DALLAS, TX (April 22, 2010) – Kent Rathbun, Texas’ leading celebrity chef and proprietor of Abacus, Jasper’s, Rathbun’s Blue Plate Kitchen and Zea WoodFire Grill has announced the addition of a new product line to his namesake: *Kent Rathbun Elements*. Having created some of the nation’s most talked about restaurant concepts, the James Beard-nominated chef and “Iron Chef America” winner brings his signature blend of flavors into your home with a total of 11 wet and dry products.

“When channels like the Food Network drew attention to the culinary world, the term Celebrity Chef enabled myself and many others to not only be accomplished in the kitchen but to succeed in many other areas of business, including book deals, cooking shows and of course, product lines,” said Kent Rathbun. “It was an extremely long process to launch *Kent Rathbun Elements* because I wanted to be 100% confident and comfortable with what was in each jar and ultimately, on the household table. I am thrilled to be offering some of my favorite recipes to the experienced and beginner chefs and am honored that Central Market took interest in my line. I look forward to receiving feedback on how well each product in received.”

A collection of sauces, dressings, spices, and marinades made exclusively by Rathbun for the home chef, *Kent Rathbun Elements* are easy to use and will transform any dish into a culinary masterpiece. Exclusively available beginning April 21, 2010 in all Central Market Locations, Abacus, Jasper’s, Rathbun’s Blue Plate Kitchen, Zea WoodFire Grill in Plano, and on the Kent

more...

Rathbun Web site at www.kentrathbun.com, Rathbun fans will have the opportunity to obtain the following list of products:

- Rathbun's Caesar Dressing
- Roast Shallot-Black Pepper Vinaigrette
- Thai Red Curry-Coconut Sauce, a.k.a. Abacus' Lobster "Shooter" Sauce
- Yellow Curry Sauce
- Ancho Chili Barbecue Sauce
- Honey-Teriyaki Barbecue Sauce
- Texas Peach Barbecue Sauce
- Asian Black Soy Marinade
- Spicy Thai Marinade
- Steak and Chop Garlic Salt
- Rathbun's Family Barbecue Rub.

ABOUT KENT RATHBUN

By creating an astounding culinary legacy in Texas, Rathbun has thrived in the national scene. He has cooked at the James Beard House in New York on several occasions and was nominated as the James Beard Foundation's Best Chef: Southwest in 1999, 2002, 2003 and 2004. He has repeatedly appeared on a number of TV shows, including the Food Network's "Chef du Jour", Cooking Live with Sara Moulton, "Ready Set Cook", the CBS Early Show, the Rosie O'Donnell Show and NBC's Today Show. Most recently, Kent appeared on Food Network's "Iron Chef America" and defeated Bobby Flay. Rathbun has been featured in *Esquire Magazine*, *Better Homes and Gardens*, *Rosie Magazine*, *Bon Appetit*, *Southern Living Magazine*, *Nation's Restaurant News*, *Elle*, *Veranda Magazine*, *USA Today*, *The Wall Street Journal*, and *The New York Times*. He was honored to be one of the featured chefs for the Bush 2001 Inaugural Ball and has participated in the Pre-SuperBowl Event, "Taste of the NFL" for the past five years.

ABOUT CENTRAL MARKET

Central Market's serpentine-flow, full-view European-style layout created a completely new food shopping experience—never before offered with such entertainment and excitement. A bountiful produce department with unmatched quality and variety, a vast seafood case with selections flown in daily from throughout the world, hundreds of cheeses, 2,500 wine labels, 400+ beers and stupendous grocery aisles loaded with basics *and* specialty delights from every continent are among the exclusive features that make the Central Market experience unique. Central Market is a division of H.E.B. grocery company and has eight locations in Texas: Austin, San Antonio, Houston, Dallas, Southlake, Plano and Fort Worth. For more information, visit www.centralmarket.com.

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