



## Schwan's Chef Collective Ignites Frozen Food with Series of Taste Tours and Culinary Workshops

Expands Chef Roster to Include Celebrity Chef Jet Tila

BLOOMINGTON, Minn. (July 13, 2016) – The Schwan Food Company and its subsidiaries (Schwan) continue its commitment to add excitement to frozen food with new chef-led events and partnerships through the Schwan's Chef Collective initiative. This year, Schwan will roll out Taste Tours in two new markets along with two new Kitchen Collaboratives (culinary workshops) with the goal of delivering great-tasting food that satisfies consumer demands from wholesome to indulgent.

New to the Schwan's Chef Collective in 2016 is Food Network personality, Cutthroat Kitchen judge and owner of [StirMarket](#) and [PakPao Thai](#) restaurants, Chef Jet Tila. As a long-time partner of Schwan's Home Service, Inc., Chef Tila will join the team in the test kitchens this July to help inspire new snacking concepts. Along with Chef Jet, the 2016 Schwan's Chef Collective includes past participants Chef Todd Erickson, Chef Dana Tough, Chef Brian McCracken, Chef Katie Lee Collier, and Schwan chefs Deb Hey, Matt Horn, Craig Claude and Michael Gunn. New faces include Chef Adrienne Mosier, Chef Ann Kim, Chef Adrienne Cheatham, and Chef Stephanie Cmar.

The first Taste Tour, focused on pizza, took place in May in St. Louis at Chef Katie Collier's restaurant [Katie's Pizza and Pasta Osteria](#), and the second, focusing on Schwan's Home Service cooking tips and recipes, will take place at Chef Todd Erickson's restaurant [Huahua's Taqueria](#) in Miami this August. Both of the Kitchen Collaboratives will be held at the Schwan world-class research and development center in Marshall, Minnesota.

"I'm excited to partner with Schwan in its commitment to become a more chef-driven company through the Schwan's Chef Collective," said chef and restaurateur Jet Tila. "I'm thrilled to work and collaborate with such a talented group of chefs to develop high-quality, great-tasting foods for today's consumers."

Chef Jet has been working with the company since 2011, developing Pan-Asian inspired foods sold through Schwan's Home Service, and his influence is increasingly expanding into the company's retail and foodservice businesses.

"We see the Schwan's Chef Collective evolving to meet the ever-changing tastes and expectations of our customers. To do so, we will continue to seek chef partnerships to evolve our current portfolio and create new food concepts," said Stacey Fowler, senior vice president of product innovation and development for Schwan. "We believe the upcoming Kitchen Collaborative focused on snacking- one of the hottest trends- will produce ideas exploring portability, healthy options and ethnic flavors for our portfolio."

The Schwan's Chef Collective was formed in 2015 to help Schwan on its journey to identify trends and bring delicious concepts to life.

Schwan's Chef Collective also supports the company's ingredient simplicity initiative to provide food that is free from unfamiliar ingredients and to bring a fresh perspective to frozen foods.

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### **About The Schwan Food Company**

The Schwan Food Company is a privately held business that manufactures and markets quality foods through home-delivery, retail-grocery and food-service channels. Its many popular brands include *Red Baron*<sup>®</sup>, *Tony's*<sup>®</sup>, *Bon Appétit*<sup>™</sup> and *Freschetta*<sup>®</sup> pizza, *Mrs. Smith's*<sup>®</sup> and *Edwards*<sup>®</sup> desserts, *Pagoda*<sup>®</sup> snacks and appetizers, and *Schwan's*<sup>®</sup> fine home-delivered foods. Based in Minnesota for 64 years, the company's subsidiaries employ 12,000 people in the United States. Learn more at [www.theschwanfoodcompany.com](http://www.theschwanfoodcompany.com).

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