

ORGANIC FRESH FINGERS, INC. SCORES BIG WITH HIRING OF EXECUTIVE CHEF KURT LUCAS

Salem, OR...Organic Fresh Fingers, Inc. a one year old Salem based company has hired Executive Chef, Kurt Lucas. Lucas, formerly the Executive Chef for Oregon State University for the past 10 years, will oversee Product Development and Production Management for Organic Fresh Fingers.

Organic Fresh Fingers provides organic, healthy lunches and snacks to schools and day-care facilities in the Northwest. "Because of our rapid growth, we needed to find someone the caliber of Kurt to help us keep up with our growth", says Evann Remington, Organic Fresh Fingers CEO.

Lucas attended Western Culinary Institute and interned at Los Angeles' Citrus, under famed chef Michel Richard. After the internship, Kurt worked at various restaurants in the Salem, OR area. Two of the most notable were 2 years as sous chef at Morton's Bistro NW and 3 years at Lifesource Natural Foods. Lifesource was where he learned about and cooked with all natural and organic foods.

At OSU, Lucas operated 7 restaurants serving over 3,000 meals a day. His responsibility included creating the menus, handling product orders, employee training, and just about everything else that it takes to run 7 restaurants profitably. The local health department had used his restaurants to show others the proper way of food handling. As Vice President of Product Development for Organic Fresh Fingers, Inc., his extensive culinary knowledge and love of fresh, organic ingredients will add to the current line of high quality, nutritionally balanced meals.

All entrees and snacks created at Organic Fresh Fingers meet with the child nutrition guidelines of completely balanced and wholesome meals specifically designed for young children. The meals are fresh vegetarian (where possible, local), are certified organic by the Oregon Tilth and Organic Fresh Fingers is a Oregon Department of Agriculture Licensed Processor.

A study conducted by the Department of Environmental Health, School of Public Health and Community Medicine at the University of Washington shows that children who eat primarily organic foods are exposed to fewer pesticides than children who eat conventional foods. High doses of pesticides can cause neurological or reproductive damage.

"Many daycare centers and preschools in Salem think that organic meals are more expensive and dismiss the possibility out of hand. I can disprove that myth. Some of our customers meet the eligibility requirements under the USDA Adult and Child Food program. Consequently, some low-income kids are receiving highly nutritious food and I love that," said Remington.

Customer Sue Miller, the executive director of Family Building Blocks is "proud to serve high-caliber nutritious foods. In addition to nutritious meals, the convenience of delivery and bulk pricing were key elements in our decision to try Organic Fresh Fingers."

Another aspect, "Our lunches and snacks remind kids of their already favorite foods with one exception, we take out all the bad stuff and replace it with organic fruits, veggies and whole grains. Kurt and I know that fun healthy foods do not have to be tasteless. We offer exciting meals that have received rave reviews from some of the most finicky food critics...Kids!" says Remington.

Contact: Laine Latimer, 503-859-2299 or laine@latimerrou.com