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HOUSE FOODS AMERICA PRESENTS  
CHEF ROBERT LAM'S TOFU TAKE ON SOUTHEAST ASIAN  
STREET FOOD AT THE 2009 CIA WORLDS OF FLAVOR  
CONFERENCE

From Southeast Asia's Soul to Your Kitchen with House Foods Tofu

Garden Grove, California, November 6, 2009—House Foods America, Tofu specialists since 1983, has partnered with Chef Robert Lam of San Francisco's acclaimed Butterfly Restaurant at the 2009 CIA Worlds of Flavors Conference. True to the conference theme of global street and comfort food, Chef Lam draws from his culinary heritage to create recipes from the street kitchens of Southeast Asia using House Foods Tofu.

"Tofu plays an important role in the street food of Southeast Asia, which is at the soul of the region's culinary tradition," said Chef Robert Lam. "This versatile, nutritious, and economical staple is the perfect vehicle to soak up the heart warming flavors of my birthplace."

Chef Lam takes the best of Southeast Asia's street food and infuses global technique to create a collection of recipes in which tofu is the star. His inspired dishes include:

***Tofu and Shrimp "Shu Mai"***: these stick to-your-ribs dumplings are Chinese on the outside and packed with Vietnamese flavors on the inside. Served with soy, ginger, and sesame oil dipping sauce, they make for a great snack any time of the day or as part of a meal.

***Smoked Salmon and Tofu Noodle Rolls:*** House Foods Tofu Shirataki Noodles, made by combining tofu with an Asian root vegetable, are featured in this classic Vietnamese rice noodle roll known as *bahn cuon*.

***Soft Ginger Tofu and Lychee Granita:*** the irresistible Asian combination of ginger, tofu and lychee receives a classic Italian dessert treatment resulting in a delicately sweet and refreshing end to a meal.

“During tough times, palates turn to the soothing comfort and value of street food, said Yoko Difrancia, marketing supervisor at House Foods America Corporation. “We are excited about Chef Lam’s recipes, which showcase tofu’s many shapes, forms, and ability to take on flavors in this current culinary trend and beyond.”

### **About House Foods America**

Tofu specialists since 1983, House Foods America Corporation (HFAC) is dedicated to bringing you the most affordable, highest quality and widest range of the freshest, all-natural Tofu products. House Foods America uses only non-genetically modified soybeans grown in the US and specializes in making the best original, organic, and seasoned Tofu in five firmness levels from silken to extra firm. In a recent Tofu taste test conducted by the San Francisco Chronicle, House Foods Tofu was rated #1 and described as “creamy,” “tender” and “fresh-tasting”. For more information visit [www.house-foods.com](http://www.house-foods.com)

### **About Robert Lam**

Robert Lam was named 1 of 6 “Rising Star Chefs” by the San Francisco Chronicle. Devoted to bringing out the true flavors of his dishes, the Vietnam-born, model student-turned-chef, describes his style as, "Asian within Asian", drawing from the culinary traditions of Vietnam, Thailand, China, Japan and Korea. After graduating from the University of San Francisco with a degree in American History, Chef Lam headed straight for New York’s Culinary Institute of America. He started his career with high praise at Brannan’s Grill in Calistoga. Chef Lam currently heads Butterfly Restaurant and most recently, Eastside West, a lounge and restaurant located in the heart of San Francisco’s Marina district. For more information visit <http://www.butterflysf.com/about.html>