



**It's (Not) Just Tofu:
Thinking Outside the White Block!**

www.dentsucommunications.com

Challenge

- > Help House Foods become *the* brand American consumers associate with tofu



Solution

- Step 1: Challenge top New York and California chefs to create original House Foods Tofu recipes
 - ▶ Associate underappreciated Super Food with highly appreciated super chefs
- Step 3: Create attention-grabbing events that dazzle audiences of professional chefs, culinary students, notable media and the public
- Step 4: Leverage Dentsu's food expertise to create compelling educational platform
 - ▶ Position House Tofu as the “Complete Protein” with great taste, versatility and nutritional benefits
 - Low in cholesterol and saturated fat / high in iron and calcium
- Step 5: Work with media to profile House Tofu's recipe collections, cooking tips and health benefits

Results

- Extensive press coverage blitz encompassing consumer, food publications and food social networking sites, women's publications and health sites for total circulation of over 50 million

“House Foods Tofu is a cholesterol -free superfood that is high in protein, low in fat and has been linked to an array of health benefits including protection against breast cancer, heart disease, osteoporosis, and maintaining a healthy weight.” - The Progress

“Super flavor, great texture and an ideal swap for meat, this culinary chameleon finally gets a starring role.” - The Staten Island Advocate

House Tofu Events: HOUSE FOODS AROUND THE WORLD COOK-OFF

- > Top New York chefs Wylie Dufresne of WD50, Erik Battes of Perry St. Café, Edward Higgins of Insieme and Akinobu Suzuki of Sakagura take on tofu in a hot summer contest
- > Judges include Michael Romano of famed Union Square Café and syndicated radio food talk personality Mike Colameco
- > Media highlights: New York Magazine; Am New York; Glam.com; New York Daily News; Time Out New York; Village Voice; Eater.com

What Happens When New York's Top Chefs Take on Tofu? Come and Taste the Results.

Don't miss the summer's hottest food event. Four of New York's top chefs put their tofu technique to the test as they battle for the grand prize of \$5,000.

The Chefs:
Erik Battes, Chef de Cuisine / Perry St. Café
Wylie Dufresne, Executive Chef & Owner / WD 50
Edward Higgins, Chef de Cuisine / Insieme
Akinobu Suzuki, Executive Chef / Sakagura

The Judges:
Michael Romano, Executive Chef and partner at the famed Union Square Café
Peter Berley, noted health food chef and author of The Flexitarian Table
Andrea Strong, writer and creator of The Strong Buzz food blog

Hosted by WOR Radio Food Talk personality
Mike Colameco

House Foods America & The Gohan Society Present
Tofu Around the World Cook-Off

Tuesday, July 22, 2008
3pm – 5pm
Astor Center
399 Lafayette Street at East 4th Street
New York City

Please RSVP to:
housetofu@dcinyc.com
Please indicate your affiliation. Limit one guest per person.



GOHAN 五牌
THE GOHAN SOCIETY
House Foods America Corporation

House Tofu Events: THINK OUTSIDE THE WHITE BLOCK

- > Chef Greg Koketsu of Park Avenue Spring juxtaposes traditional preparations of tofu with unexpected modern flavors at New York's prestigious French Culinary Institute
- > Media highlights: Go Betty; The Nibble; New York Press; Asiance, Tofu Today; Tofu Watch

Think Outside The White Block

at an exclusive
Tofu cooking seminar featuring
Craig Koketsu, Executive Chef
Park Avenue Spring and Quality Meats

Monday, April 20
3:30pm – 5:30pm

The French Culinary Institute
462 Broadway, New York City

RSVP Essential:
HouseTofu@dcinyc.com

Rediscover Tofu
as Chef Koketsu guides you
through three courses
highlighting different
House Tofu firmness levels and an
endless combination of flavors.

House Foods America Corporation
www.House-Foods.com

CCHAN
THE GOHAN SOCIETY
www.GohanSociety.org

The event is presented by the **Gohan Society** and **House Foods**

House Tofu Events:

HOUSE FOODS HELPS STUDENTS BOOST THEIR GPA NOT BMI

- > House Foods teams with Dr. Melina Jampolis, CNN diet and nutrition expert, and Chef Mai Pham of Sacramento's Lemon Grass restaurant to help University of California Berkeley start the semester on a healthy note
- > Media highlights: Cal TV; KGO Radio; SFCityDish; The Sacramento Bee; Bwellbeing.com; Diablomag

Boost your GPA not BMI this semester
House Foods presents



A Shirataki Noodle Cooking Demo and Tasting


Date: Weds. Oct. 14
Time: 12-2pm
Location:
the Lipman Room,
8th Fl of Barrows Hall
UC Berkeley

Chef Mai Pham, of Star Ginger
lightens up your favorite Asian noodle dishes
with slim yet versatile Tofu Shirataki Noodles

Special presentation by
Dr. Melina Jampolis,
CNN Diet and Nutrition Expert

Email HouseTofu@dcinyc.com
to RSVP and be entered in
a raffle to win great prizes and
one-on-one nutrition counseling
session with Dr. Melina Jampolis



 House Foods America Corporation www.House-Foods.com

House Foods Tofu Results: Events

NewYorkPress.com

New York, NY
April 21, 2009
Online Circulation: 3,201 visitors/month

dentsu communications



Park Avenue Chef Offers New Take on Tofu

Posted By: [Linaea Covington](#)

Tofu isn't just for vegetarians and vegans anymore. Craig Koketsu, Executive Chef of Park Avenue Spring, confirmed yesterday afternoon in "Think Outside the White Box," a tofu cooking demonstration celebrating National Soyfoods month and sponsored by House



"Maybe these are the packed audit something else."

NewYorkMagazine.com

New York, NY
July 23, 2008
Circulation: 1,182,678 visitors / month

dentsu communications inc

New York RESTAURANTS



Wylie Dufresne Wins Tofu-Cooking Contest



Don't spend it all on ~~medicinal~~ ~~tofu~~ courtesy of House Foods.

Late yesterday afternoon the House Foods Tofu Around the World Cook-off was held at the Astor Center, and winner was ... ~~ed-50's~~ Wylie Dufresne, whose high-tech creations trumped the efforts of Edward Higgins of ~~in~~, Akinobu Suzuki of ~~Sakayura~~, and Erik Bette of ~~Perry Street~~. Dufresne won \$5,000 for his winning dishes, miso soup with instant tofu noodles and warm tofu custard with caramelized banana and graham sleeves. Grub Street reader Meagan Clatter was present at the event, not to taste the winning entré, and had

TheNibble.com

New York, NY
April 22, 2009
Online Circulation: 119,455 visitors/month

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Product Reviews / [NutriNibbles](#)

Gourmet Tofu Recipes



Page 1: Spice-Seared Tofu With Avocado, Beets & Cucumbers

CAPSULE REPORT: Tofu can be an ingredient in a delicious gourmet dinner. Here's a three-course dinner crafted by Craig Koketsu, Executive Chef of Park Avenue Spring and Quality Meats in New York City. This is Page 1 of a three-page article. Click on the black recipe links below to visit other pages.

April is National [Soy Foods Month](#).

outside the white block," as like the ones below. These 10 Koketsu experimented with dessert using House Foods C

Daily News

New York, NY
July 24, 2008
Circulation: 7 million unique visitors/month

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DAILY NEWS

Food/Dining

Curd is the word at tofu cook-off

BY ROSBARY BLACK
Thursday, July 24th 2008, 4:00 AM

Crispy Tofu from Chef Erik Bette (see recipe below)



You know tofu's going mainstream when high-profile chefs like Michael Romano and Wylie Dufresne get involved in a cook-off involving the creamy bean curd. At Tuesday's Around the World Tofu Cook-Off (sponsored by tofu maker House Foods), Michael Romano, executive chef/partner at Union Square Café, was a judge and Wylie Dufresne, chef at WDSO, was the winner.

Dufresne took home \$5,000 after judges voted him the victor for his miso soup with instant tofu noodles and warm tofu custard with caramelized banana.

All the chefs were singing the praises of the soy food at the cooking event, held at the Astor Center downtown, and these days, there's a lot to sing about: tofu's cheaper than meat, and a whole lot lower in fat and cholesterol.

AsianceMagazine.com

October 19, 2009
Online Circulation: 150,000
visitors/month



LIFESTYLE: CUISINE
OCT 2009 Lifestyle Cuisine



Chef Mai Pham on Smart Cooking and Eating

www.dentsucommunications.com

House Foods Tofu Results: Food Press

New York, NY
August 11, 2009
Online Circulation: [1,500,000 visitors/month](#)



Taste Test: Gluten-Free, Vegan-Friendly Shirataki Noodles

Posted by [Grace Kang](#), August 11, 2009 at 10:00 AM

"If you're going to eat these, prepare them in a stir-fry."



Three blobby bags of [tofu shirataki noodles](#) sat in my refrigerator. Water-packed tofuyam noodles for dinner? This would either be surprisingly tasty or a disaster. I just hoped they weren't so bad I ended up using them as cooling packs. I had a fair amount of

Baltimore, MD
April 22, 2009
Online Circulation: [1,766,717 visitors/month](#)

examiner.com
Baltimore, Maryland



Dara Bunjon
Baltimore Dining Examiner

Soft or firm, both can work for you

Yes, you know me as the "hell with cholesterol, bring on the meat gal" but I do have days of healthier eating. I do try to do a meatless meal a week and I like using tofu on those occasions. Don't turn your nose up like my husband, I have found some delicious recipes that I have used and want to share. My favorite recipe, one that I have written about is [Shrimp Ball Soup](#). Below there is a recipe from [House Brands](#) for a Tofu Milanese that offers a gourmet alternative for a meatless dinner.



photo by Erian Camen

I just discovered that this is [National Soy Month](#) so aren't I timely.

April 1, 2009
Online Circulation: [75,000 visitors/month](#)



House Tofu Grenobloise

Reference: by [Claude Chassagne](#),
chef and food consultant

Ingredients

Croutons:
4-5 inch length of French bread

Des Moines, IA
April 24, 2009
Online Circulation: N/A



In: [Nutrition in the Kitchen](#)

Tofu: Not just for vegetarians.

This past Monday I went to a cooking demonstration at the French Culinary Institute in New York and it was all about tofu. Executive Chef of Park Avenue Spring and Quality Meats Craig Koketsu led the demonstration with recipes he specifically designed for House Foods (the tofu company) and GoJhan Society. You can rest assured that the executive chef of a manly meat house would not be just serving a naked boring block of soybean matter. The first appetizer was a delicious panko spice crusted tofu, seared, and served on top of a spicy avocado puree with sliced cucumbers and beets. The second course, a melt-in-your-mouth tofu gnocchi with a spicy pork sauce - a play on the traditional dish Mapo Tofu- could be easily passed off to my husband, without revealing the secret ingredient. The third dish was a dessert, a creamy rice pudding with a bright red and tangy rhubarb topping, and a crunchy pine nut crust underneath. (check-out the recipe section) The benefits of eating Tofu are numerous: great source of protein, low in calories, no saturated fat or cholesterol, good source of iron and calcium. It also makes a convenient substitute for dairy in desserts, so it's great for people who are lactose intolerant. Because it is relatively flavourless, it can be used in both sweet and salty



House Foods Tofu Results: Women's Press

Palo Alto, CA
April 7, 2009
Online Circulation: [600,000 visitors/month](#)

Betty
Confidential.com

Tofu Steak with Mango Black Bean Salsa

Tofu - good for you and your wallet

[House-Foods.com](#)

Guaranteed to please even the pickiest eaters, tofu is a versatile and easy-to-cook staple that takes on the flavors of foods and seasoning with which it is prepared. Low in fat, tofu isn't just good for you - it's an affordable source of protein that's good for your wallet too.

Serves: 4-6

Ingredients:

1 (12 oz.) package House Tofu
drained and diced
1 large mango, diced
1/3 cup red onion, diced
1 cup canned black beans, drain
1/4 cup freshly chopped cilantro
1 jalapeno pepper, seeded and f
Juice of 1 lime
Salt and pepper to taste

Directions:

Toronto...Ontario
November 13, 2009
Online Circulation: [10,000,000 visitors/month](#)

TREE

Thanksgiving Favorites with Tofu



The world of CA is that it doesn't have much interest in the environment.

New York, NY
May 1, 2009
Online Circulation: N/A

asianee
CONNECTING ASIAN AMERICAN WOMEN TO THE WORLD

Tofu Recipes



Craig Koketsu fostered his passion for precision, knowledge, and flavor by working with acclaimed chefs from diverse backgrounds at some of America's top restaurants. Chef Koketsu grew up in a Japanese-American family in San Jose, California and has fond memories of enjoying handmade Tofu as a child. He has since developed a deep appreciation of this versatile Japanese comfort food. Rich in anti-oxidants known as isoflavones, tofu has been linked to numerous health benefits including improved bone and heart health and even maintaining a healthy weight.

November 13, 2009 by [ASIANEE](#)

For all the hesitant tofu consumers out there, consider some cool benefits to using tofu in your recipes. It's low in fat and sodium with no cholesterol.

Also, tofu is a more **affordable source of protein** than meat, especially if you're cooking for a large group. Cubes of [tofu](#) can be added to soup to turn it into a main dish. Soft or silken tofu can even be used as a protein-rich base for dips or smoothies.

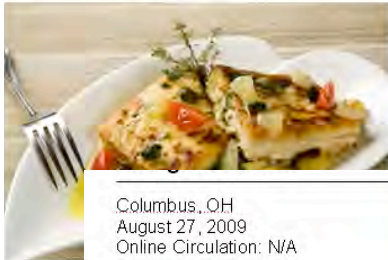
House Foods Tofu Results: Health Press

Unionville, PA
June 22, 2009
Online Circulation: 35,000 visitors/month



HEALTHY AGING® FOOD

House Tofu Grenobloise



Incorporating tofu into a balanced diet can provide countless health benefits for adults aged 50+, from menopause relief to protection against breast cancer, heart disease, and osteoporosis. Rich in antioxidants known as isoflavones, tofu

Columbus, OH
August 27, 2009
Online Circulation: N/A



Addit

Healthy Recipe: Spicy Tofu Eggplant Stir Fry



I like my tofu firm, and stir-frying it first with garlic gave it a nice taste and texture. The mix of peanut butter, sesame oil, and crushed red pepper in the sauce added a flavorful kick! I just made this last night and really liked it. [Thanks to House Foods for sharing.](#)

New York, NY
May 24, 2009
Online Circulation: 5,384 visitors/month



Tofu – Think Outside the White Block!

By Jo-Ann Heslin, MA, RD, CDN, Food & Nutrition Columnist



(HealthNewsDigest.com) - I recently attended a cooking demonstration sponsored by House Foods, a leading US supplier of tofu and organic tofu. Like many Americans, I associate tofu with

Bellingham, WA
June 1, 2009
Online Circulation: 450,000 visitors per month



cakes. In Japan, relatives can buy

Rhubarb Recipe:

Tofu Rice Pudding with Rhubarb, Pine Nuts and Thai Basil

Serves 6

Ingredients

For the Rice Pudding:

- 1/2 cup jasmine rice
- 1 1/2 cups water
- 2 tablespoons sugar
- 1/4 teaspoon salt

