

# HOPE COHEN

## PRESS KIT

Media Appearances  
Product Endorsement  
Spokesperson  
Team Building  
Public Speaking Engagements  
Restaurant/Menu Consultant  
Event Menu Planning  
Kitchen Design Consultant  
Wine/Food Tastings  
Cooking Demonstrations

*Hope Cohen*





## PROFILE



*"Hope is a delight to work with. Sharing the kitchen with her is always a pleasure."*

*- Jose Andres of The Bazaar, Jose, Jaleo, Cafe Atlantico, Minibar, Oyamel, Zaytinya, and Think Food Group*

# Philadelphia native Hope Cohen began her culinary career at a very young age in the late 1970's.



When she was just 18 years old, the self-taught chef started her own catering business after having worked in both front and back of the house positions in upscale restaurants on Philadelphia's exclusive Main Line.

The drive to advance her budding culinary career led Cohen to the kitchens of the premier chefs and restauranteurs in Philadelphia and its suburbs. The father of Philadelphia's restaurant renaissance, Neil Stein, recognized her talent and employed her as a culinary consultant to several of his posh eateries: Striped Bass, Rouge, Bleu and Avenue B. Esquire magazine's "Chef of the Year," Guillermo Pernot also requested her help with his Vega Grill and ¡Pasion! restaurants.

Being so much in demand with such a dizzying schedule, Chef Cohen still managed to make time to expand her culinary repertoire through apprenticeships with several Michelin Star chefs in France, Italy and Spain. Wishing to parlay her well-rounded experience into an even greater role in Philadelphia's exploding culinary scene, Chef Cohen auditioned for and won the role of host of "The Fretz Kitchen," Comcast CN8's leading cooking show. Her knowledge, easy-going manner and on-air charisma have attracted the nation's most celebrated, talented chefs and sommeliers as guests of the show, and have helped expand its reach to over 20 million living rooms nationally. As a result, she is a highly esteemed member of and has excellent relationships within the culinary communities in Philadelphia, the Mid-Atlantic and New England states.

In 2002, Chef Cohen's entrepreneurial spirit led her to found her own culinary consulting company, Strawberryblonde Consulting. As founder and President, she advises an ever-more-prestigious list of clients on restaurant concepts, cuisine, menus and proper culinary execution. She also instructs culinary seminars and has been a guest lecturer on food & culture at the ivy league powerhouse University of Pennsylvania. The world's largest television retailer, QVC, has taken notice, tapping Strawberry blonde and Chef Cohen to represent culinary products on air on a regular basis. She has been invited on several occasions to join James Beard Award winning chefs, as guest chefs in the kitchen at the prestigious James Beard House in New York City, part of The James Beard Foundation.

Chef Cohen's hard work has earned her the reputation of one of Philadelphia's gastronomic movers and shakers. She has been featured in the "Vanguard" section of Philadelphia Style magazine, the food section of the Philadelphia Daily News, and has graced the covers of chic mags Main Line Today and Real Philly. BMW, N.A. has nabbed her for national print advertising and Southwest Airlines followed suit, offering her a role in several nationally televised commercials. Recognizing the value of her on-air persona, several notoriously egocentric local restauranteurs have even replaced themselves with Cohen in their restaurant commercials.

In her continuing quest for education and self improvement, Cohen still travels extensively throughout Europe, studying restaurants, the art of cooking and their relation to culture.



SPOKESPERSON



*"I enjoyed working with you, thank-you! Call me anytime - I'm ready to cook for you again."*

*- Michel Richard of Citronelle, Wash. D.C.*



*Event Emcee*

*Billboard Feature*

*Specialty Salad  
Recipe Creator*

## Saladworks Adds Avocado Delicicious Salad

4.24.2008 — Saladworks is giving customers a big dose of hope this spring.

As part of Saladworks' signature series, celebrity Chef Hope Cohen created the Avocado Delicicious Salad which hit all franchise locations this April.

"I've always been a huge fan of Saladworks and their fresh selection of menu items," says Cohen. "My Avocado Delicicious Salad will be a favorite of customers looking for a refreshing and healthy meal this spring."

The Avocado Delicicious Salad is an invigorating blend of delicious vegetables featuring diced Hass Avocado, mandarin oranges, hearts of palm, grape tomatoes, sliced cucumbers, black olives, and garbanzo beans on top of our tender spring mix. The salad is topped with a zesty lemon dill vinaigrette dressing.

As part of the Signature Series, Saladworks donate \$5,000 to the charity of the chef's choice. Cohen's charity is the Ronald McDonald Camp, a site in the Pocono Mountains for children age 7-19 that are currently or have been treated for cancer.



The Avocado Delicicious Salad is available at all 91 Saladworks locations June 30 when the next Signature Series salad is revealed.

Host of "The Chef's Kitchen" on CN8, Cohen has worked as a culinary consultant to many of Philadelphia's most popular restaurants including "Avenue B," "Bleu," "Rouge" and "Striped Bass."

The first installment of the signature series featured Chef Jim Coleman's Wild Alaskan Grilled Salmon Salad which became one of the most popular offerings at Saladworks.



IN THE PRESS



"Hope is a fantastic TV host... she makes everyone comfortable and keeps things fun and energized. She has great knowledge of food and varied cooking styles which make for a much more interesting show"

- Michael Schlow of Radius and Via Matta, Boston



# PHILADELPHIA STYLE

NOVEMBER/DECEMBER 2009

"Philadelphia Style" Magazine approached Hope for her unique style of hosting the best holiday soirée. Hope offered tips on ambience, her favorite holiday music mix, decor, and of course *FOOD!*

click ..... <http://www.phillystylemag.com>  
Photos courtesy of Michael Sahadi: ([www.michaelsahadi.com](http://www.michaelsahadi.com))

click the links!

**Home for the Holidays**  
Local chef, cookbook author and entertaining guru **Hope Cohen** offers tips for making your next Nitte a success.

**HOLIDAY ENTERTAINING WITH STYLE**  
A holiday dinner is the perfect opportunity for spreading love and cheer. Here are some tips to help you make the most of your party, and bring to your guests a truly memorable experience.

**DECOR**  
Spending thousands at the store is unnecessary if you can get a great look for a fraction of the cost. Here are some tips to help you make the most of your party, and bring to your guests a truly memorable experience.

**FOOD**  
The number one tip for hosting a great holiday dinner is to keep it simple. Here are some tips to help you make the most of your party, and bring to your guests a truly memorable experience.



IN THE PRESS



“Cooking with Hope Cohen is always a pleasure. She is the supreme professional with a true love of food.”

- Chris Scarduzzio of Brasserie Perrier, Table 31 Philadelphia and Mia, Caesars Palace, Atlantic City



# MAIN LINE TODAY

SERVING PHILADELPHIA'S WESTERN SUBURBS

SEPTEMBER 2010

“Mainline Today” Magazine approached Hope for an exclusive glimpse into the 100 year old modern/classic stone colonial home in Bryn Mawr, PA she calls home. The space is a calming oasis, with a feel similar to that of a boutique hotel. It’s also where she brainstorms and develops recipes, writes her cookbook, and of course entertains.

click Full Article:

<http://www.mainlinetoday.com/Main-Line-Today/September-2010/Where-Hope-Resides>

(habitat)

Where Hope Resides

A visionary chef finds her ultimate perfect home in Bryn Mawr. by Lisa Deane

Hope Cohen's culinary career began in her teens when she opened her own catering business. Since then, the chef has been a consultant for some of the area's top restaurants. From 2003 to 2009, she hosted the Comcast Network's The Chef's Kitchen, and she's now writing her first cookbook, *Hope Cooks Fast, Fresh and Simple*.

So it's somewhat ironic that the last favorite room in her new Bryn Mawr home is the kitchen. Though the previous owner recently installed new cabinetry and granite countertops, the space is small and narrow with limited work area—and there's no island, which is standard in most modern kitchens.

The kitchen was able to accommodate her professional "Wall stove and stainless steel refrigerator," so Cohen is making do with what she has—for now. "Some of the best restaurants I've ever been to have operated out of the..."

(resources)

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 STYLING: Erin Cohen  
 HAIR: Nicole, www.nicolehairstylist.com  
 MAKEUP: Erin Cohen, www.hopetomatoes.com



IN THE PRESS



“Hope understands food and she is very talented.”

- Guillermo Pernot of ¡Pasión!, Concept Chef of Cuba Libre, Philadelphia, A.C., and Orlando



ML MAINLINE INFORMED. SOPHISTICATED. RELEVANT.

LATE WINTER 2010

“Mainline” Magazine ran their annual Food Issue and just couldn’t pass up running a piece on Hope as an inspiration to their readers. Hope is a prominent culinary personality in the area and she played a key part in creating relevance and credibility to the issue.

click ..... <http://www.mainlinemag.com/CMS/lifestyle/high-hopes>  
Photo courtesy of Brenda Carpenter: (<http://brendacarpenter.com>)

*“If you’re attune to what’s happening in the food world, then you’re probably very familiar with the name Hope Cohen. After all, it’s this sweet, spirited culinary entrepreneur who’s amongst the area’s hottest gastronomical personalities.”*



**[High hopes]**  
If you're attune to what's happening in the food world, then you're probably very familiar with the name Hope Cohen. After all, it's this sweet, spirited culinary entrepreneur who's amongst the area's hottest gastronomical personalities. The Main Line native and Bryn Mawr resident has worked hard to get where she is- from starting her own catering business at 18 to making frequent trips to France, Spain and Italy to apprentice with some of the best chefs in Europe. And she hasn't slowed down. Besides being a full-time mom to her two teenagers (a full-time job in itself), Cohen runs her own culinary consulting business, Strawberryblonde Consulting, where she's sought out for her expertise by the most talented chefs in the area, is the host of CSN's, The Chef's Kitchen, and runs cooking classes around the Main Line for both children and adults. In her spare time (and there isn't much), Cohen is penning her first cookbook due out later this year, *Hope Cooks Fast, Fresh & Simple* which focuses on quick and easy dishes using seasonal, local ingredients. But despite her super busy schedule, Cohen admits that it's the intimacy of cooking for others and sitting around a table that she enjoys the most. "The best conversations and interactions happen while sharing food around the table," she says. "It's where my kids and I catch up on our day and it's a place where so many great discussions happen." [Hopecooks.com](http://Hopecooks.com)



## IN THE PRESS



*"Hope is a great host because she relates to the chefs and speaks their lingo. She does not miss a beat; she is very genuine and credible."*

*- Christopher Lee of Aureole, NYC*



# VANGUARD

NOVEMBER/DECEMBER 2003

Hope was featured in Philadelphia Style Magazine's annual "Vanguard" Issue. This special section highlights people on the forefront of Philadelphia's arts, media, fashion, business, and social scenes.

click ..... <http://www.phillystylemag.com>  
..... Photos courtesy of Pierre Nicola D'Amico: ([www.damicostudios.com](http://www.damicostudios.com))  
..... Cover Illustration courtesy of Dominic Savini ([www.domsavini.com](http://www.domsavini.com))

### COOKING ON AIR

As culinary host of *The Fretz Kitchen*, Hope Cohen cooks alongside master chefs.

For most food aficionados, dining on haute cuisine prepared by the likes of Georges Perrier or Jean-Marie Lecomte is a gastronomic ecstasy reserved for special occasions. Cooking side by side with world renowned masters on television would be pure culinary fantasy. Hope Cohen lives out that dream every day.

As host of CNF's *The Fretz Kitchen*, Cohen acts as a liaison between guest chefs who whip together five star meals and the television-viewing audience that salivates over the creations during the half hour program, which airs weekdays at 5 p.m. from Malze to Washington, D.C. On the show Cohen gets to rub elbows with Perrier, Lecomte and other kitchen superstars such as Marc Vetri, Robert Benzett and Terence Fcury. "My role is to bring out the best in the chef and to help the home viewer understand what the chef is thinking...not just what he's doing, but how the [cooking] process works," Cohen says.

A self taught chef, Cohen has assisted in kitchens from the Delaware Valley to Europe. "Since I was 14, I've done every thing from bussing tables to waitressing to managing to cooking," Cohen says. She's also played a role in the success of two of Philadelphia's premier restaurants—Guillermo Perrot and Neil Stein.

An opportune introduction to Perrot at a party led to a position working the line with him at Vega Grill and then to the service station at *Passion*. "She understands food, and she is very talented," Perrot says of his former employee. "She learned how to use all five of her senses, which is a quality not too many people have."

As a consultant for Stein's company Mead Ticket Inc., Cohen assisted with the opening of three restaurants. "She did all kinds of work, helping me create new menu items with the chefs at Rouge, Blue and Avenue B," Stein says.

Much like her relationship with Perrot, Cohen's gig with *The Fretz Kitchen* was happenstance. Via mutual friends, executive producer Steven Hirs invited her to an open casting call, where she beat out two-dozen other candidates. She has alternated hosting duties with Michele Mella Seidman for the past 18 months. "It's something I would love to do forever," Cohen says.

Beyond *The Fretz Kitchen*, Cohen's vocation is multifaceted. Through her company Strawberry Blonde she freelances as a private chef and has lectured at the University of Pennsylvania and taught cooking classes. Cohen also guest hosts on OVC as a representative for Black & Decker kitchen equipment but she has larger plans in sight. "I'm talking about doing some radio, and there are ideas in the works with TV production companies," she says. "The Food Network is something that I would like to do." With the rapid rate her career is evolving, Emeril Lagasse and Wolfgang Puck might want to prepare for a new coworker. —Marc Kravitz



*"My role is to bring out the best in the chef and to help the home viewer understand what the chef is thinking...not just what he's doing, but how the [cooking] process works"*

*- Hope Cohen*



## IN THE PRESS



*“Hope is a fantastic TV host... she makes everyone comfortable and keeps things fun and energized. She has great knowledge of food and varied cooking styles which make for a much more interesting show”*

*- Michael Schlow of Radius and Via Matta, Boston*

### Hope Cohen has also been featured in the following publications:



2008 EDITION - Cover

**PHILADELPHIA CUISINE** Menus and Recipes from Philadelphia’s Finest Restaurants



**PHLARE MAGAZINE** The Magazine for Philly’s Young Business Woman (*Contributing writer*)

**“Love of Mezedes”** Sept/Oct 07 *by Hope Cohen*

a primer on Greek Cuisine and a review of Philadelphia area Greek restaurants

**“Viva L’Italia”** June 08 *by Hope Cohen*

a primer on Italian Cuisine and review of Philadelphia area Italian restaurants

**“Mexican Summer”** Aug 08 *by Hope Cohen*

a primer on the cuisine of The Riviera Maya, Mexico and review of Philadelphia area Mexican eateries



MARCH 2005 - Cover

**REALPHILLY MAGAZINE** “Hope Cohen is Cookin’!”



inside



NOVEMBER 2004 - Cover

**MAIN LINE TODAY** The 20 Most Eligible



inside



NOVEMBER 2004

**“Cooks, Free Yourselves, Make the Thanksgiving Meal Quick and Easy”** *by April Lisante*



ON THE AIR



*"Working with Hope was comfortable, fun, exciting and delicious. I am waiting for my next invite."*

*- David Burke of David Burke and Donatella, NYC*

# The CHEF'S Kitchen

formerly "The Fretz Kitchen"

## ON-AIR TV Host and Personality

[click ..... http://www.chefskitchen.tv](http://www.chefskitchen.tv)

For the viewer who is passionate about food and wine, The Chef's Kitchen provides tips and techniques from the country's most exclusive restaurants. The show is dynamic in its production and entertaining in its content. We feature award-winning chefs, notable bakers and the world's most learned sommeliers. Every episode showcases one of the nation's top culinary talents; they share their basic disciplines with our audience resulting in techniques that are original and informative. For individuals who enjoy the art of cooking this natural sharing of knowledge and creativity is very appealing.

The collective viewership of The Chef's Kitchen now boasts an impressive total audience of 30 million households on traditional broadcast, cable and satellite television.

The :90 vignettes air on Google Video, YouTube, Blip.TV, Apple iTunes, MeFeedia, Odeo, Podcast.net, Podcast Directory, Podcast Alley, Podcasting News, Podcast Pickle, Pod Feed and Howcast.

Full episodes are syndicated on hulu.com, Blip.TV and TV.com. It is through this electronic distribution that The Chef's Kitchen is extremely accessible to our affiliate's targeted market.

## IN-Flight Programming

Frontier, Jet Blue and Continental Airlines now air our :90 vignettes. This unique mode of broadcasting reaches a captured audience around the globe. Allowing a wide variety of vacationers and business people alike to enjoy our content prior to the menu options.





ON THE AIR



*“What fun it was to work with Hope Cohen on an episode of The Fretz Kitchen. Hope’s charm and professionalism really made the set alive. Her knife skills aren’t bad either!”*

*- Chef Daniel Boulud of Daniel, New York City*

## TV Appearances

Hope has appeared nationally with the following list of incredibly talented, celebrated chefs and culinary personalities.

Georges Perrier	Christopher Cary	Nora Pouillon
Lee Hanson	Robert Irvine	Walter Staib
Riad Nasir	Vikram Garg	Christina Pirello
Pino Maffeo	Sam Hayward	Sylvia Weinstock
Anita Lo	Jeff Tunks	Bryce Whittlsey
Robert Fathman	Bill Fischer	Jose Andres
Anhil Rohira	Xavier Teixido	Chris Beischer
Christopher Lee	Jose Garces	Brian Klein
Matsuhara Morimoto	Rod Mitchell	
Chris Scarduzzio	Douglas Rodriguez	
Michael Yeamans	David Burke	
Brian Riemer	Waldy Malouf	
Roberto Donna	Patrick Feury	
Tony Clark	Guillermo Pernot	
Lance Holten	Eric Ripart	
Fabio Trabocchi	David Pasternak	
Terrance Feury	Daniel Boulud	
Robert Bennett	Ed Brown	
Michele Richard	Michael Schlow	
Melissa Kelly	Shea Gallante	
James Barrett	Johann Svenson	
Marc Vetri	Alexandra Guarnaschelli	
Joel Assouline	Jonathan Cartwright	
Paul Dillon	Andrew Carmellini	
David Weiderholt	Katsuya Fukushima	
Jean Marie Lacroix	David Banks	
Luke Palladino	Todd Gray	
David Murphy	Gerard Paugaud	



- .....
- Comcast CN8 Mid Atlantic  
Maine to Virginia
- Comcast Video On-Demand
- QVC On-Demand National
- NBC-10 Philadelphia
- Fox-23 Maine
- WJLA (7) ABC Washington,  
D.C., Northern Virginia
- WMTW (8) ABC Maine
- Dish Network National
- Las Vegas 1-TV LV1
- Ohio News Network - ONN
- Comcast-TV (35) CN35 Florida



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