

"Why the Focus on Fresh?"

"I have always loved Mediterranean, Italian and Mexican food, and I realized what all these cuisines had in common was simple preparation, fresh vegetables and fresh ingredients, and I thought, wouldn't it be perfect to do a show that focused on Fresh? This way I would be able to cook all the foods that I love in one series."

—Joanne Weir, award-winning cooking teacher, author, restaurateur and television personality

Joanne Weir Gets Fresh carries forward the success of Joanne's previous public television series with 15 brand new shows. The inspiration for this series came when Joanne realized that although there are wonderful year round farmer's markets and new specialty food shops opening all around the USA, many viewers would benefit from some guidance and a little adventure. As Joanne puts it, "How many times have you roamed your local farmer's market, butcher or cheese shop, and found something that promised to be spectacular—only to bring it home and realize that you have no clue how to transform your find into a tasty, easy-to-cook meal."

Departing from the format of previous shows, Joanne — whose father nicknamed her "the wandering gypsy" — decided to share her adventurous life with the viewer. She heads to Alaska to eat King Crab and fish for the freshest salmon, to Peru to see how quinoa is grown, and to Northern California to visit organic tomato farms and a classic walnut orchard in 95-degree heat. Closer to San Francisco, she stops by small farms and talks to farmers who have devoted their lives to growing organic vegetables, butchers who believe in using the whole animal, and bakers who get up far too early in the morning just so their communities have fresh bread. In Berkeley, Joanne has a treasured visit with her mentor Alice Waters, who has created the Edible Schoolyard Project, transforming what children eat one schoolyard at a time.

Keeping in mind those who live in more urban settings, Joanne visits farmers' markets as well as iconic markets in San Francisco, Chicago and Boston. Viewers head straight into Joanne's lovely home kitchen studio in San Francisco, where she teaches her students exactly how to transform these ingredients into delicious, seasonal creations. Far beyond just following a recipe, Joanne teaches us how to improvise in the kitchen and how to intensify the most irresistible flavors from a variety of newly foraged ingredients.

Each show features Joanne's reflections, practical insights, and love of adventure. Sometimes humorous, often personal, Joanne uses her vast culinary experience and relaxed, down-to-earth approach to help the viewer discover both what is fresh and calling out to be consumed right now and how to easily create a healthy meal, highlighting the unique and vibrant flavors of truly fresh ingredients.

Joanne's mission is clear: that each of us can learn to create and improvise meals from an ever-changing wealth of fresh, market ingredients — and that by the end of each episode, the viewer, too will "get fresh."

Bios:

Joanne Weir is a James Beard award-winning cookbook author, cooking teacher, host and Executive Producer for the award-winning PBS TV series *Joanne Weir's Cooking Confidence*. She is chef/owner of Copita, a tequileria and restaurant in Sausalito, California. In 2012, Joanne was also appointed by Hilary Clinton and the State Department to the American Chef Corp, a select group of chefs chosen to promote world relations through food. The author of 17 cookbooks, including the newly-released *Cooking Confidence*, Joanne is the Culinary Editor at Large at *Fine Cooking Magazine*. She recently launched Joanne Weir Wines receiving numerous accolades. A fourth-generation professional cook, Joanne spent five years cooking at Chez Panisse after receiving a Master Chef Diploma with Madeleine Kamman in France. Joanne travels and teaches extensively around the world as well as in her San Francisco studio kitchen.

Paul Swensen has worked in the San Francisco Bay Area for thirty years as a filmmaker, producer, director, editor, actor, stage director and orchestral conductor. His national commercial credits include spots for Aqua Panna, Olympus, Paul Mitchell Hair Products, Korbel, Beringer Vineyards, Beaulieu Vineyards, Colavita Extra Virgin Olive Oil, Cuisinart, Visa, Sunkist and California Raisins. Paul has produced over 400 thirty-minute programs for Public Television. His directing credits include *Joanne Weir's Cooking Class*, *Joanne Weir's Cooking Confidence*, multiple Emmy-award winner *Avec Eric*, and the upcoming series *Jacques Pepin Heart & Soul*.