

South Carolina Department of Agriculture

Hugh Weathers, Commissioner



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SOUTH CAROLINA DEPARTMENT OF AGRICULTURE SEEKS STATE'S BEST HOLIDAY RECIPES

Lee Brother Your Holiday Campaign Part of Year-Long Effort to Highlight Certified SC Grown Produce and Products

Columbia, S.C. – October 24, 2011 – Today the South Carolina Department of Agriculture announced that it will again join forces with Certified South Carolina celebrity chefs and best-selling cookbook authors, Matt Lee and Ted Lee, to promote locally-grown produce and products with the *Lee Brother Your Holiday* promotion. South Carolinians will have the opportunity to submit their favorite, original holiday recipes showcasing at least one Certified SC Grown ingredient for a chance to have their recipes printed and displayed in grocery stores across the state, and the ultimate prize, meeting the Lee Bros. and sharing trade secrets and kitchen stories as they prepare the winning dishes together.

Based on the success of the *Lee Brother Your Supper* promotion this summer, the Lee Bros. and Certified South Carolina decided to continue their partnership and launch a holiday campaign that focuses more on consumer engagement and celebrates South Carolina's holiday recipe traditions.

"We are pleased to continue working with The Lee Bros. as we further our mission of increasing agricultural commerce by building awareness for eating and buying local in South Carolina," said Hugh Weathers South Carolina Commissioner of Agriculture. "*The Lee Brother Your Holiday* campaign represents the best part of southern holidays, the tradition of family recipes. "

South Carolina cooks can submit one recipe per day online at: www.facebook.com/LeeBrotherYourHoliday now through November 30, 2011, by following the prompts to the Lee Brother Your Holiday Facebook tab titled "Enter Contest." Any original holiday recipe incorporating at least one Certified SC Grown item will qualify.

The Lee Bros. will review all submissions and select the top five finalists from each of the following categories: entrees, sides, appetizers, desserts and baked goods. These 25 finalists will have their recipes featured on printed recipe cards that will be available in participating grocery stores across the state. Five grand prize winners, one from each category, and their guests will also be invited to the South Carolina Department of Agriculture's State Farmers Market Exhibition Kitchen in West Columbia, SC, where the Lee Brothers will prepare and serve all of the grand prize-winning recipes.

"Food is a major part of what makes the holidays memorable, special and comforting," said Matt Lee. "Whether it's your grandmother's oyster stuffing or your fresh spin on sweet potatoes, we're hoping people will visit the Facebook page and enter their favorite recipes – the ones that leave uncles in awe and cousins envious after the dishes have been cleared," Ted Lee added.

For full contest rules and to submit recipe entries visit www.facebook.com/LeeBrotherYourHoliday. In the time it takes to boil water, you can fill out and submit your recipe. For more information about the Certified South Carolina program visit www.certifiedscgrown.com.

About Certified South Carolina

As a key mission strategy, SCDA's Certified South Carolina program is an exciting cooperative effort among producers, processors, wholesalers, retailers and the SCDA, to brand and promote SC produce and products. The program is based on the idea that when presented with the option, South Carolinians will buy local because- Nothing's Fresher, Nothing's Finer than South Carolina products and produce. Additional information about the SCDA and its branding programs, including a Certified SC Grown directory, may be found online at www.agriculture.sc.gov and www.certifiedscgrown.com.

About The Lee Bros.

Siblings Matt and Ted grew up in Charleston, South Carolina, and are now celebrity chefs and best-selling cookbook authors giving lectures, cooking demonstrations and hosting events around the country. They currently write food stories about food and wine for Travel + Leisure, Martha Stewart Living, and Bon Appetit, and are commentators on the show "Unique Eats," on The Cooking Channel. Their journey began when they left SC to attend colleges in the Northeast. They so missed the foods of their hometown that they founded The Lee Bros. Boiled Peanuts Catalogue, a mail-order catalogue for southern pantry staples like stone-ground grits, fig preserves, and, of course, boiled peanuts. When an editor of a travel magazine asked them to write a story about road-tripping their home state in search of great food, they embarked on a second career as food and travel journalists. They are the authors of *The Lee Bros. Southern Cookbook* and *The Lee Bros. Simple Fresh Southern*, which collectively won five James Beard and IACP awards, including "Cookbook of the Year." Their third cookbook, *The Lee Bros. Charleston Kitchen*, will be published by Clarkson Potter in early 2013.

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