

# CHEF SELWYN

The Art of Cooking

FOR IMMEDIATE RELEASE

**Contact:** Nadine Spencer  
**Company:** BrandEq Group  
**Address:** Toronto, Ontario  
**Telephone No.:** 416 281 1515  
**Website:** [www.chefselwyn.com](http://www.chefselwyn.com)  
**Email:** [nadine@brandeq.com](mailto:nadine@brandeq.com)

## **Chef Selwyn Announces the Launch of His New Web Site**

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Celebrity chef Selwyn Richards announced his new Web site this week, at [www.chefselwyn.com](http://www.chefselwyn.com). The new site reflects Chef Selwyn's focused commitment to the culinary arts, and desire to share the joy of food with his community. The site also features various aspects of Chef Selwyn's business model, including the development of his new sauce.

Chef Selwyn's goal is to effectively communicate the world of food. His new site has been designed to entice visitors to "explore," just as he encourages dinner guests to explore food, making new and surprising discoveries along the way. The site includes interactive videos, recipes, events, questions and answers.

### **The Sauce**

Bringing the spice of the Caribbean to Toronto, Chef Selwyn has developed a new mango jerk sauce for release later this fall. The sauce is a perfect complement to numerous dishes and culinary styles, and makes a great addition to any kitchen cupboard.

### **Chef Selwyn's Community Commitment**

Although best known for his awards and public performances, Chef Selwyn has always been an involved and committed member of the community. Living with diabetes, he uses his cooking as a way to explore healthy living, approaching all of his dishes with a conscious understanding of both flavor and nutrition. A long-time advocate of communication and community building, Chef Selwyn will make himself even more accessible to the public through his Web site, answering questions for foodies striving to live with diabetes without sacrificing the joy of food.

The site will also be an opportunity for fans and enthusiasts to buy Chef Selwyn's various signature products, such as his new mango jerk sauce, his books, and other delicious treats planned for the near future. For more information please see [www.chefselwyn.com](http://www.chefselwyn.com)

### **About Chef Selwyn**

Selwyn Richards has been planning and cooking delicious, artistic meals for over 25 years. He has been featured on various cooking shows, catered dozens of movie and television productions, won numerous awards, and led a number of prominent Toronto restaurants to success. He is CEO of The Art of Catering, and recently released his new book, *The Art of Cooking—Soul of the Caribbean*.

[www.chefselwyn.com](http://www.chefselwyn.com)