2020 PRESS KIT
OUR MISSION: TO INSPIRE AND TEACH CHILDREN AND FAMILIES TO COOK AND EAT REAL FOOD TOGETHER.
WE REACH FAMILIES THROUGH OUR PRINT MAGAZINES
Reaches Over 3 Million Families

CHOP CHOP FAMILY

CHOP CHOP
LET’S GO GREEN
Spring has sprung and we’re cooking up a storm with fresh ingredients!

SEASONED
YES, YOU CAN MAKE THIS
Whatever-Freshest Vegetable Minestrone

English and Spanish

English
### ABOUT CHOPCHOP

**Audience:**
Families with children ages 2—12, ranging from low-to high-income households.

**Frequency: Quarterly**
Spring, March 1st; Summer, June 1st; Fall, September 1st; Winter, December 1st;

**Circulation:**
Three million families reached annually via subscription, as well as through pediatricians’ offices, hospitals, schools, public health departments, and youth groups. Each issue is available in both English and Spanish.
SPRING GREEN

Green is the color of spring: the leaves on the trees, the newly picked out of the ground, the fruits and grass and plants. And that's what do kids know, too! Green foods, like salads and vegetables and herbs to add shades, are back on our table. We're celebrating.

SPRING GREEN

Chicken with Zippy Green Sauce

The green sauce makes this recipe bright and tangy, and the chicken easy to cook. Easy prep, but fun to serve in fun paper plates.

INGREDIENTS

- 4 skinless, boneless chicken breasts
- 2 tbsp olive oil
- 1 small onion, diced
- 2 garlic cloves, minced
- 1 tbsp chopped fresh parsley
- 1 tsp paprika
- Salt and pepper

PREP TIME

15 minutes

COOK TIME

20 minutes

SERVES

4

ZIPPY GREEN SAUCE

This lovely, bright green sauce goes great on chicken. It's packed with fresh herbs and spices, and it's easy to make. Just blend it up in a blender and enjoy!

INGREDIENTS

- 1/2 cup chopped fresh parsley
- 1/4 cup chopped fresh cilantro
- 1/4 cup chopped fresh mint
- 2 cloves garlic, minced
- 1 tbsp red wine vinegar
- 1 tbsp olive oil
- Salt and pepper

PREP TIME

5 minutes

COOK TIME

0 minutes

SERVES

4

SAFETY TIP

Always use a sharp knife when cutting food. And wash your hands before and after handling food. It's important to keep your hands and kitchen clean to prevent the spread of germs.
ABOUT SEASONED

Audience:
Adults 50+ who may have new cooking circumstances, due to changing family structures - or who may need advice for downsizing meals or managing a newly restricted food budget.

Frequency:
Spring, April 1st; Summer, June 15th; Fall, September 15th; Winter, December 1st;

Distribution:
Councils on Aging, Elder Services, YMCAs, community centers, local health agencies, food banks and others
LOOK INSIDE: SEASONED
Real Food for Healthy Living at 50+

SALAD OF THE SEASON

Radish and Orange Salad

This is a perfect salad for the season! Though they can be a bit spicy, radishes are beautiful, crunchy, and full—once you get past the appearance! This salad has a simple charm that makes it a delicious and refreshing side dish. It’s perfect for a light, healthy lunch or dinner.

INGREDIENTS
1. Radishes, trimmed and thinly sliced
2. Orange, peeled and segmented
3. Olive oil
4. Salt and pepper
5. Fresh herbs (optional)

RECIPE
1. In a bowl, mix together the radishes and orange segments.
2. Pour the olive oil and salt and pepper over the salad and mix well.
3. Serve immediately.

WHERE TO STORE IT

At Room Temperature
- Leafy greens, carrots, cucumbers, and peppers
- Tomatoes, avocados, and bananas

In the Refrigerator
- Fruits, such as apples, oranges, and berries
- Vegetables, such as celery, broccoli, and zucchini

HOW TO STORE FRESH FRUITS AND VEGETABLES

It is a waste of money and inches of space to buy fruits and vegetables that go bad or get bruised. Here are some tips to maximize their freshness and keep them as fresh as possible:

WHEN TO WASH IT

Wash fruits and vegetables before you store them to prevent bacteria from spreading inside the fridge. It is a good idea to wash them again before eating.

HOW TO PACKAGE IT

- Fruits: Place them in a plastic bag or wrap them in a towel and store them in the crisper drawer or on the top shelf of your fridge.
- Vegetables: Store them in plastic bags or wrap them in a towel and place them in the crisper drawer or on the top shelf of your fridge.

Feta Cheese

Feta cheese is a versatile and delicious addition to any meal. It is a crumbly white cheese that is high in protein and low in fat. It can be used in salads, on vegetables, or as a topping for pasta. It is also a great addition to soups and stews.

Tips for Chopping

- Use a sharp knife to chop the cheese into small pieces.
- Chop the cheese in a chopping board to prevent it from falling into the sink.
- Chop the cheese evenly to ensure that it cooks evenly.

Pre-Strength Chair Squats

1. Stand up, feet shoulder-width apart, with your hands on your hips.
2. Slowly sit down as if you were sitting into a chair, keeping your back straight.

Pre-Bounce Squats

1. Stand up, feet shoulder-width apart, with your hands on your hips.
2. Bounce up and down, keeping your back straight and your knees bent.

Get Moving

Moving is important for maintaining your health and fitness. Try to do some form of exercise every day, whether it’s walking, jogging, or yoga. It will help you stay healthy and happy.
WE REACH FAMILIES THROUGH OUR BOOKS

The Picky Eater Project
6 Weeks to Happier, Healthier Family Mealtimes

Natalie Digate Muth, MD, MPH, RDN, FAAP & Sally Sampson, Founder, ChopChop Kids

Are you tired of dinnertime battles? Sick of being a short-order cook in your own home? Uneasy about the idea of sneaking vegetables into your kids' food? It's time to try a proven, pediatrician-designed plan to defeat picky eating! The Picky Eater Project: 6 Weeks to Happier, Healthier Family Mealtimes offers a clear strategy and more than 40 family-friendly recipes to help children become more adventurous eaters.

You'll be amazed what your kids will try when they are engaged in helping you prepare healthy snacks and meals. Picky eaters of all ages will be transformed into fledgling foodies when they choose their own flavorful toppings for Vietnamese Chicken Noodle Soup or pick out fruit at the farmers market for Rainbow Kabobs.

When the 6 weeks are up, picky eating will be a thing of the past and your whole family will have a renewed commitment to healthy, home-cooked meals!

"A BRILLIANT solution to one of parenting's toughest dilemmas!"

Gail Simmons, food expert, TV host, and author of Talking With My Mouth Full

Natalie Digate Muth, MD, MPH, RDN, FAAP

Sally Sampson

about the authors

Natalie Digate Muth, MD, MPH, RDN, FAAP, is a dual board-certified pediatrician and obesity medicine physician, registered dietitian, and board-certified specialist in sports dietetics. Dr. Muth is the author of 4 books, including "Eat Your Vegetables" and Other Mistakes Parents Make: Redefining How to Raise Healthy Eaters. She lives in Carlsbad, CA.

Sally Sampson is the founder and president of ChopChop Kids, the nonprofit publisher of the James Beard award-winning ChopChop: The Fun Cooking Magazine for Families. She is the author and coauthor of 23 cookbooks, including ChopChop: The Kids' Guide to Cooking Real Food with Your Family and The Olives Table (with Chef Todd English). She lives in Boston, MA.

For more pediatrician-approved books for parents, visit the HealthyChildren Bookstore at shop.aap.org/for-parents.
WE REACH FAMILIES THROUGH OUR COOKING CLUB

Families learn to cook through a unique and interactive platform

A highly engaged audience of more than 9,000 users reached through our cooking club webpages, emails, recipe challenges, and more. Members earn virtual badges for mastering cooking skills. Earn all badges to win prizes.

WELCOME TO THE CHOPCHOP COOKING CLUB

We invite you to join the (free!) ChopChop Cooking Club and pledge to cook dinner together once a month. Each month, you’ll get a delicious new recipe in your inbox. We’ll all be making the same recipe that month, learning different essential cooking skills along the way. Each challenge will also come with how-tos, shopping and storage tips, fun activities, and conversation starters.
OUR COOKING CLUB EVEN HAS AN APP

Scrambled Eggs on Toast

An egg is a perfect meal in a shell! If you can cook an egg, you can make a simple dinner or a hearty snack. Eggs are delicious, inexpensive, and full of nutrients. Scrambled Eggs and Toast is an essential recipe because it is the ideal versatile base for a balanced meal (just add a green salad or a fruit salad).

Once your family has mastered this recipe, try making an omelet, which requires a lot of the same skills that you’ll learn making scrambled eggs.

Safety Tip: Read over each recipe and be sure you—and anyone cooking or eating with you—are not allergic to any ingredient. Check with

TAP, SWIPE, COOK, EAT!

Up your kitchen skills by downloading the NEW ChopChop Cooking Club app.


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WE REACH KIDS THROUGH OUR EDUCATION PROGRAMS
Integrate cooking and nutrition in the classroom

TEACH WITH CHOPCHOP

ChopChop, The Fun Cooking Magazine for Families, is an award-winning, innovative tool for teaching kids about food, cooking, nutrition and health. Currently, schools distribute the magazine as part of wellness and nutrition education programs; teachers cook from it in their classrooms; and organizations use it to stimulate conversation, cooking, and healthy habits.

ORDER A SPECIAL CLASSROOM PACKAGE TODAY!

Our classroom package is designed for school and after-school programs. With a classroom package of 30 copies of one issue for $40 (a discount of 66% from the regular subscription price), every student is able to take home a copy of ChopChop to share with her or her family.

ChopChop, The Fun Cooking Magazine for Families, is an award-winning, innovative tool for teaching kids about food, cooking, nutrition and health. Currently, schools distribute the magazine as part of wellness and nutrition education programs; teachers cook from it in their classrooms; and organizations use it to stimulate conversation, cooking, and healthy habits.

TO PURCHASE a classroom package, go to www.chopchopmag.org/teaching. For larger orders or customized copies for your district, email us at info@chopchopmag.org or call 617-924-3993.

FOR MORE INFORMATION
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Special Teacher Package for the classroom

ChopChop Magazine is enjoyed by our students and staff members alike. (It has) great ideas and lessons that we encourage our students to adapt at home as well.

— Pablo Munoz, Superintendent of Elizabeth, NJ Public Schools

ChopChop Cooking Lab

Green Pineapple Smoothie

Let’s Go Shopping!

Kids learning essential cooking skills at a ChopChop Cooking Lab

ChopChop Curricula
LEARNING TO COOK IS A GREAT WAY TO TAKE CHARGE OF YOUR OWN HEALTH: WHEN YOU COOK MEALS FROM SCRATCH, YOU'LL KNOW EXACTLY WHAT’S IN THEM—ALL THE WHOLESALE INGREDIENTS YOU CHOOSE TO INCLUDE!

PLUS, COOKING AT HOME IS FUN, EDUCATIONAL, AND LESS EXPENSIVE THAN EATING OUT OR BUYING PREPARED AND PROCESSED FOODS. LEARN TO COOK, AND YOU'LL HAVE FUN, TAKE PRIDE IN YOUR CREATIONS, AND KNOW THAT YOU'RE HELPING YOUR FAMILY LIVE BETTER.

A SMOOTHIE IS A GREAT RECIPE TO START WITH. IT'S EASY, BUT IT CAN TEACH YOU SO MUCH ABOUT WHAT FLAVORS YOU LIKE AND HOW TO ACHIEVE THEM. PLUS, IT'S A GREAT EXAMPLE OF A HOMEMADE FOOD THAT'S HEALTHY—WHEN THE PACKAGED VERSIONS CAN BE SO UNHEALTHY (SEE THE SECTIONS THAT FOLLOW).

**KITCHEN GEAR**
- Measuring cup
- Blender (adult needed)
- 2 drinking glasses

**INGREDIENTS**
- ¼ cup water, orange juice, or low-fat milk
- ½ cup plain low-fat yogurt
- ¼ cup fresh or frozen (unsweetened) raspberries
- ¼ cup fresh or frozen strawberries or blueberries
- ½ overripe banana, peeled and sliced
- 2 ice cubes

**INSTRUCTIONS**
1. Wash your hands with soap and water, then gather all your equipment and ingredients and put them on a clean counter.
2. Put all the ingredients in the blender in the order listed.
3. Put the top on tightly. Turn the blender to a medium setting and blend until the ice is chopped and the mixture is smooth, about 1 minute.
4. Serve right away—or store in a thermos or covered in the refrigerator, up to 4 hours.

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**Berry Bold Banana Smoothie**
- **ADULT:** YES
- **HANDS-ON TIME:** 10 MINUTES
- **TOTAL TIME:** 10 MINUTES
- **MAKES:** 2 SERVINGS

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**HANDS-ON TIME:** 10 MINUTES
**TOTAL TIME:** 10 MINUTES
**MAKES:** 4 SERVINGS

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**INGREDIENTS**
- 4 large tomatoes, cored and diced
- ½ cup crumbled feta cheese
- 2 tablespoons chopped fresh basil leaves
- 1 tablespoon olive oil
- ¼ teaspoon salt

**INSTRUCTIONS**
1. Put the tomatoes, feta, and basil in the bowl.
2. Drizzle with the olive oil and sprinkle with the salt.
3. Serve right away.

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**SHOULD YOU REFRIGERATE TOMATOES?**
This is a huge debate! As a rule, grocery store tomatoes need to ripen further and should be kept at room temperature away from direct sun. Juicy, ripe tomatoes from a farmers' market? Well, ask your farmer!

**HOW DO YOU PREPARE IT?**
- **Cooked:** Replace canned diced tomatoes with fresh tomatoes when cooking homemade tomato sauce.
- **Roasted:** Drizzle small tomatoes with olive oil. Arrange them on a baking sheet and roast at 400 degrees until they wrinkle and start to brown, about 20 minutes.

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**WHAT IS IT?**
A tomato is a typically red, berry-type fruit (yes—it is a fruit!) that can be eaten in many different ways.

**FACT:**
Most tomatoes are red, although some varieties are green, yellow, orange, pink, black, brown, white, or purple. Some are even striped!
WE REACH KIDS THROUGH OUR COOKING CLASSES
Hands-on cooking classes in our Test Kitchen
RECOGNITION

James Beard Foundation 2013 Publication of the Year
Their mission is to celebrate, nurture, and honor America’s diverse culinary heritage through programs that educate and inspire.

2013—2017 Parents’ Choice Gold Award
The nation’s oldest nonprofit guide to high quality children’s media and toys.

International Association of Culinary Professionals
2014 Children, Youth & Family Cookbook Award
Considered the gold standard among cookbook awards, these have been presented for over 25 years to promote quality and creativity in writing and publishing.
WHO LOVES US

“ChopChop makes trying new things fun and exciting. The boys love doing as much of the cooking as they can by themselves.” — Yvonne, Parent

“ChopChop is introducing a generation of children (and their parents) to cooking, establishing a healthy lifestyle from the start. Keep a copy in your kitchen.”
— David Ludwig, MD, PhD, Director, New Balance Foundation Obesity Prevention Center, Boston Children’s Hospital

“I work in our outpatient clinic with children and teens who are overweight and obese. We use ChopChop every day to promote healthy eating and cooking with kids!”
— Emily Hartline, Registered Dietitian at Nemours/AI DuPont Hospital for Children

“Your publication, ChopChop Magazine, is enjoyed by our students and staff members alike. The magazines have great ideas and lessons that we encourage our students to adapt at home as well.”
— Pablo Muñoz, Superintendent of Elizabeth, NJ Public Schools

“What makes ChopChop so great is not only Sampson’s choice of subject, appealing and respectful design and language, bright colors and surprisingly sophisticated food photography; it’s her choice of recipes.” — Mark Bittman, The New York Times
WHAT PHYSICIANS SAY

89% of the physicians agreed that ChopChop “has helped teach the parents of my patients the importance of promoting healthy habits to their children”*

96% of the physicians said they “would like to continue to provide ChopChop to the patients/families at my practice”*

93% of the physicians said they “would recommend ChopChop be made available to patients/families at other practices”*

*2012 Atrius Health Foundation Survey to all pediatricians in the Atrius Health Practices
Sally Sampson is the Founder and President of ChopChop Family. Ms. Sampson’s work in children’s health has been recognized by the James Beard Foundation, National Association of Pediatric Nurse Practitioners, Columbia Journalism Review, Parent’s Choice Foundation, and the Massachusetts Health Council.

Ms. Sampson is the author and co-author of 26 cookbooks, including IACP award-winning ChopChop: The Kids Guide to Cooking Real Food with Your Family, the James Beard Award-nominated The $50 Dinner Party, The Olives Table (with Chef Todd English), and Souped Up!

In response to the growing epidemic of obesity and poor nutrition in the United States, Sally Sampson envisioned partnering with doctors to help promote healthy eating as part of the cure. In the spring of 2010, Sally launched *ChopChop, The Fun Cooking Magazine for Families* with the vision of enriching the lives of families by inspiring and teaching them to cook and eat real food together, and in doing so, have fun, eat well, and learn the essential skills for a full life.

Today, ChopChop Family has grown to become a recognized not-for-profit educational resource organization, reaching over 3 million families across the globe. ChopChop is dedicated to providing tools for building essential life skills through the medium of food and cooking. ChopChop Family includes a diverse and inclusive array of products for children, parents and older adults. In addition to our award-winning magazines and cookbooks, the ChopChop Family brand includes digital content, cooking curricula, and hands-on cooking classes.
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