

## **Spuds News Release**

For Immediate Release

Feb. 23, 2024

### **Food Networks “Chopped” Pairs with Spuds in a Celebrity Chef Cookoff**

**ATWATER, Calif.** - [Food Network](#)’s new “Chopped” episode featuring four world-class chefs aired on Thursday, February 22. The episode, Chopped: Sweet Spud Showdown, was filmed at Cal Sweet Sweet Potato Farm in California and features Bobby Flay, Gordon Ramsay, Marcus Samuelsson and Anne Burrell. The chefs had to incorporate an upcycled sweet potato puff from Spuds in every dish. Spuds CEO Ashley Rogers said she hopes this collaboration with the Food Network brings more attention to the problem of food waste across the globe.

“To get Spuds the reach that Food Network has is incredible. I look forward to continuing our work to cut down food waste by continuing to upcycle sweet potatoes,” said Rogers.

Gordon Ramsay won the episode with his chicken piccata breaded with Spuds’ vegan cheese puffs served over polenta with a white wine and caper sauce. The typical prize of \$100,000 for the episode winner will be donated to [CalRecycle](#) by Ramsay.

“I’m honored to compete against the best of the best for a chance to highlight a food industry issue. I look forward to continuing to work with Spuds and CalRecycle to stop food waste,” said Ramsay.

CalRecycle is a nonprofit that is dedicated to cutting down all waste in California by making recycling more attainable. They focus on food waste, among other types of waste, which companies like Spuds and Food Network are trying to bring needed attention to the issue.

The United States wastes about 120 billion pounds of food every year. About 80 percent of Americans have thrown away food because they did not understand expiration dates. Spuds tries to reduce that number by using upcycled sweet potatoes to create the flour used in their puffs. Amin Saadi, Food Network’s CEO, saw the opportunity to partner with Spuds for an episode dedicated to bringing awareness about food waste.

“As leaders in the culinary world, we have a responsibility to address food waste in the industry. At Food Network, we’re committed to raising awareness to minimize the impact we have and are elated with our Spuds partnership to bring attention to combating food waste,” said Saadi.

### **About Spuds**

Spuds, founded by Ashley Rogers in 2018 in Southern California, uses upcycled sweet potatoes to make vegan and gluten-free puffs in flavors like vegan cheese and cinnamon churro. They recently partnered with Food Network’s *Chopped*, where Spuds puffs were featured as a surprise ingredient in an episode.

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