



**Special Fork**  
What to Cook Now!

For: Special Fork  
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## Special Fork Bios



### **David Hu, Founder/CEO**

David is responsible for overall strategy, product definition and day-to-day operations of the company. He has over 10 years of experience in the high tech industry, his last three years focused on the mobile space. As a Product Manager and Analyst at M:metrics, a mobile media research company, David was instrumental in defining the core handset device specifications database and contributed to the highest consumer handset identification rate in the industry. Most recently David was the Manager for Mobile Devices at Virgin Mobile USA where he oversaw special edition handsets accounting for \$12.8M in revenue and contributed to overall handset selection

accounting for \$13.8M in revenue.

David earned a BA in International Relations and a BA in French from Tufts University and his MBA, graduating magna cum laude, from Babson College's F.W. Olin Graduate School of Business, ranked #1 in entrepreneurship by US News and World Report for the 17th year in a row.



### **Sandra Matsukawa Hu, Founder/VP Content and Communications**

Sandy's primary responsibilities cover content development, product insight and outreach to the food community. Sandy has worked in almost every aspect of food communications. She founded one of the early food websites, [recipe.com](http://recipe.com), in 1995, winning the first-ever PRSA Anvil award for best technology communications. At Ketchum, a global public relations agency, she was SVP and Associate Director of the agency's Global Food and Nutrition Practice, and Director of the Ketchum Food Center, the nationally acclaimed test kitchen and culinary center. On the media side, Sandy was a magazine food editor for Co-Ed in New York City and a newspaper food editor at the Honolulu Advertiser. She contributed features about food to the Associated Press reaching millions of readers. Sandy also co-produced a bi-weekly cooking series with CBS-5 TV.

food to the Associated Press reaching millions of readers. Sandy also co-produced a bi-weekly cooking series with CBS-5 TV.

Sandy is currently President of Les Dames d'Escoffier International, an association of women leaders in the food, wine and hospitality industries, where membership is by invitation. She is a member of many food organizations, including IACP, Women Chefs and Restaurateurs, and the San Francisco Professional Food Society. She judged the James Beard cookbook awards in 2006 and 2008.

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## Special Fork Food Editors



### **Linda Anusasananan**

Linda is a freelance food writer and recipe developer, and a panelist for the San Francisco Chronicle's Taster's Choice column. Previously, she was a food writer and recipe editor at Sunset Magazine, where she developed thousands of recipes and wrote hundreds of food features over 34 years. Linda has developed products and recipes for JADE Sauces, a line of quality Asian sauces for TLA Pacific Kitchen, Inc., and is a food blogger for the company. Linda is currently writing a cookbook, Recipes and Stories of the Hakka Chinese.



### **Alison Ashton**

Alison is a Los Angeles area freelance writer and editor, specializing in health, food, fitness and travel. Her work has appeared in Cooking Light, Weight Watchers, Working Mother, CNN and other national outlets. She was Senior Food Editor of Cooking Light magazine for six years, where she oversaw a staff of food editors. Previously, Alison was the Features Editor for Copley News Service, a national wire service.



### **Sharon Dowell**

Now a freelance food editor, Sharon spent 26 years covering the food beat for Oklahoma's largest newspaper, The Oklahoman, including writing, editing, photography and cover design. She helped produce videos, podcasts and photo galleries to accompany food content on the newspaper's website. Sharon has been a judge for the million-dollar Pillsbury Bake-Off, National Beef Cook-Off and the National Chicken Cooking Contest. Sharon helped bring locally grown food to Oklahoma schools as a member of the Oklahoma Food Policy Council. She has conducted cooking classes for young children in the Oklahoma City area.



### **Charla Draper**

Charla has worked with food companies, magazines and entrepreneurs. She began her career in The Kraft Kitchens creating recipes before switching gears to publishing. As Food Editor of Ebony, she updated food editorial to resonate with readers. Most recently she was a Food Editor for Southern Living magazine. Charla has worked with the Campbell Soup Company as Manager, Communications Center, and heads It's Food Biz! consulting, promoting food and food-related products. She holds a Master's Degree in Integrated Marketing Communications. Charla has lived in the Midwest, the East, and the South, bringing the flavor diversity of each region to the table.

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**Susan Deborah Goldsmith**

Debby Goldsmith joined Good Housekeeping's food department in 1973 and became the Associate Food Director in 1976. In this capacity she worked closely with the food director on all monthly features, special publications and cookbooks, and various projects. She also developed and edited recipes and appeared on GH television segments. Debby retired from the publication in 2008. Previous to Good Housekeeping, Debby worked for the Miami News and Kraft Foods. She is based in New York City.



**Joanne Lamb Hayes**

Joanne is a New York City food writer, editor, food stylist and historian. She has developed, written and tested recipes for national magazines for decades. As Food Editor of Country Living magazine for 14 years, she shared her passion for cooking with fresh local ingredients. She holds a Ph.D. from New York University's Department of Nutrition, Food Studies and Public Health. Joanne is the author or co-author of more than a dozen cookbooks.



**Catherine Pantsios**

Catherine Pantsios is the Culinary Supervisor of the Ketchum Food Center in San Francisco, the national culinary center for the global public relations agency. She is responsible for everything from developing original recipes to researching and writing on culinary topics. Catherine has many years of experience as a cook and chef at restaurants around the country, including nearly 10 years as chef-proprietor of the acclaimed Zola's restaurant in San Francisco. She has also taught both professional and avocational cooking classes and worked as a private chef.



**Joy Taylor**

Joy is a freelance food editor and consultant to the food industry with 30 years of food publishing experience. Most recently she was Editorial Media Director for Cuisine at Home magazine. At Meredith Corporation, she held numerous positions including Senior Food Editor for Better Homes and Gardens and Editor-in-Chief of Meredith Special Interest Media, Food & Health Group, responsible for the 70 Better Homes and Gardens-branded publications on food, diet and health. She is based in the Midwest.

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## Special Fork Bloggers



### **Lori Powell – “One or Two Bites” blogger**

Lori Powell is a chef, food editor and stylist with more than 18 years of experience at the country's top food and lifestyle magazines. She is currently Food Director of Prevention magazine. She was Food Director at Real Simple magazine, and before that, Food and Entertaining Director at Ladies' Home Journal, and Deputy Editor of Food and Entertaining at Martha Stewart Living and Martha Stewart Weddings.

Lori worked at Gourmet magazine for 13 years. As a food editor and stylist, she worked a number of those years under industry legend Ruth Reichl. For the first three years, Lori was sous chef of Gourmet's executive dining room, working with Executive Chef (and Food Network host) Sara Moulton. Lori was a recipe developer and stylist of more than 15 Gourmet cookbooks, including the acclaimed Gourmet Cookbook: More Than 1,000 Recipes, and Reichl's biography, Comfort Me with Apples.

Lori, a graduate of Peter Kump's New York Cooking School (now the Institute of Culinary Education), was inducted into the first Hall of Achievement for the Institute of Culinary Education, one of 50 honorees chosen from 30 years of ICE graduates. Lori lives in Pennsylvania.



### **Andrew Hunter – “The Family Table” co-blogger**

Andrew is an R&D chef with 20 years of experience in culinary development and product innovation. He was a VP of Culinary Development for Wolfgang Puck, translating Puck's signature fine dining vision into fast casual menu concepts for 90 Express and Bistro restaurants. Andrew founded Culinary Craft, where he develops retail and consumer food products for such brands as Wolfgang Puck Worldwide, Niman Ranch and Martha Stewart. Previously, Andrew managed the culinary operations for the 525-unit Olive Garden chain; developed the prepared foods program

for Webvan, one of the first Internet grocers; and was chef de cuisine of Barbara Tropp's China Moon Café. He is the chef author, with cardiologist Dr. Steven Schnur, of The Reality Diet. Andrew, his wife Marilyn, and their two sons live in Los Angeles.



### **Marilyn Hunter – “The Family Table” co-blogger**

Marilyn juggles the roles of wife, mother and partner in the family business, Culinary Craft. A busy mom of two boys, she's a room mom at school, a team mom on the field, and the chef de cuisine and referee at home. Marilyn also manages the business side of Culinary Craft. As a certified meeting planner, Marilyn has planned corporate conferences and events for companies such as Hewlett-Packard, Sega and The Oprah Winfrey Show/Harpo Productions. Marilyn believes that running a busy home and business is a team sport.

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**Katie Barreira – “Cooking Newbie” blogger**

Katie Barreira is a freelance food writer and chef living in Manhattan’s West Village. Currently, she is the Test Kitchen Associate at Every Day with Rachael Ray magazine, where she develops recipes and writes the “Get Fresh” column, a monthly spotlight on seasonal produce. After graduating from Bucknell in 2004, Katie worked as a chef in Boston restaurants while writing a dining column for the Worcester Pulse. She completed an internship program at Cook’s Illustrated before moving to New York City to attend the Institute of Culinary Education. Among other publications, Katie has written for The Boston Globe, Food & Wine Magazine and Edible Cape Cod.

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