

SOUP: Local chefs donate signature recipes for SARRC's Culinary Works

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able to provide revenue projections.

The concept is being developed for a fall launch. Recipes already have been donated by a handful of culinary personalities, including Chef Eddie Matney, who has given a few students some hands-on kitchen time.

Matney, proprietor of Eddie's House in Scottsdale, contributed his Mediterranean chicken soup recipe to Culinary Works and recently spent a few hours with several autistic youth showing them how to prepare it.

"The only thing they want to do is to please you. I have been a SARRC fan for a really long time, and doing this is another way that we can give back to the community," Matney said.

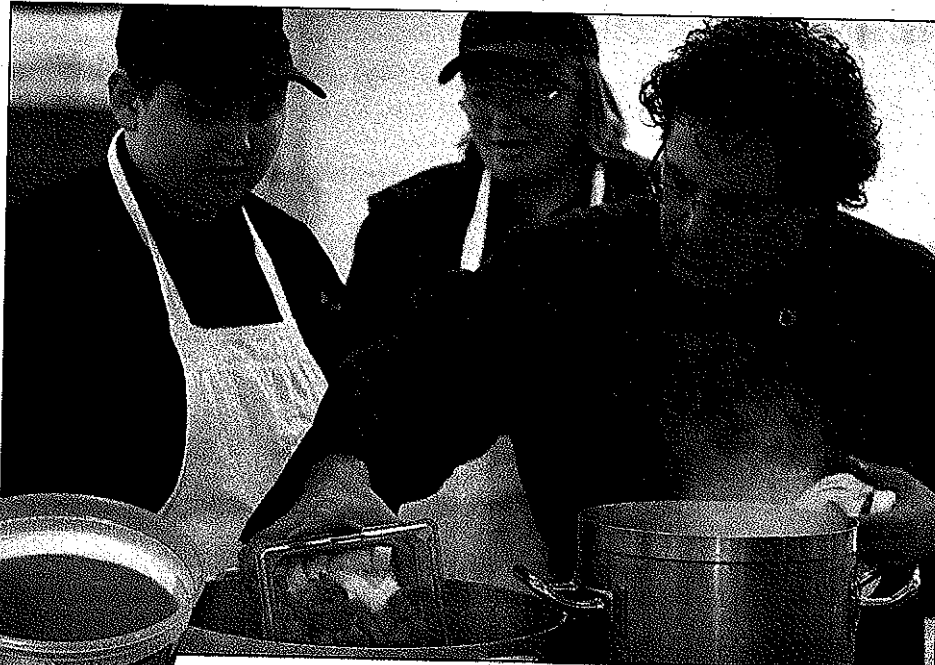
The program is the first of many ventures planned at SARRC's Opus West Vocational and Life Skills Academy, said Jeri Kindle, the academy's executive director.

"We see our students being able to participate in all facets of the Culinary Works business," Kindle said.

From growing herbs in an outdoor garden for use in the soups and chopping vegetables, to putting labels on containers and selling the product, the students will get a variety of hands-on experience.

Initially, 15 to 20 SARRC clients will participate in the program.

Under supervision, students also will travel to various businesses to sell the soup during lunch hours from a vendor



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Chef Eddie Matney teaches Elizabeth Greer, left, and Amanda Patterson how to prepare one of his gourmet soups for sale through the Southwest Autism Research and Resource Center's Culinary Works program.

cart, Kindle said. For example, a Culinary Works cart might be at the Arizona Center during lunchtime one or two days a week, while small employee cafeterias might sell the soup on SARRC's behalf.

"Our staff and clients will be in chef coats and chef hats, and by bringing it to the public, they will have the opportunity to experience our product," Kindle said.

Initial plans call for a 16-ounce container of soup with a slice of bread to sell for about \$8.50, Kindle said.

"This is what is called socially responsible marketing," said Mark Hager, associate professor of nonprofit studies

at the Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University.

Consumers' buying activity often is motivated by more than price, and businesses try to create a feel-good experience by affiliating themselves with worthy causes, he said.

"This product is competitive because of its social value, and by going out and selling the product, this creates the opportunity for an additional set of job skills. This kind of direct venture could be very powerful," Hager said.

A number of businesses in the Valley, in-

SOUPER CHEFS

A number of Valley culinary experts contributed their signature soup recipes to SARRC's Culinary Works project:

Michael DeMaria, Heirloom, Scottsdale:

heirloom tomato with basiled pasta

Carolyn Ellis, Arcadia Farms, Phoenix:

Tuscan white bean

Barbara Fenzl, Le Gourmettes Cooking

School, Phoenix: chayote squash

Vincent Guerithault, Vincent's on

Camelback: roasted corn

Erasmus "Razz" Kamnitzer, Razz's Restaurant,

Scottsdale: chicken and coconut milk

Eddie Matney, Eddie's House, Scottsdale:

Mediterranean chicken

Eric Nelson, RK Group, Phoenix: truffled

butternut squash

Source: Southwest Autism Research and Resource Center

cluding Charity Charms and Ethos Water, donate large portions of their proceeds to local nonprofits, but very few have developed business models to create and run a self-sustaining entity.

Matney said he hopes the community will support SARRC's efforts.

"It's an opportunity for them to be sustainable and to be creative. If they can find a way to make money from it, great. We are just contributing a recipe," Matney said.

GET CONNECTED

Eddie's House: www.eddieshouseaz.com

Lodestar Center: www.asu.edu/copp/nonprofit/index_lodestar.htm

Southwest Autism Research and Resource Center:

www.autismcenter.org