

INTERNET

Sub-Zero explores benefits of fresh ingredients via digital content hub

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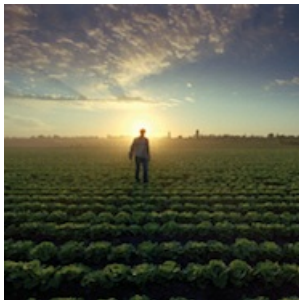


Image from Sub-Zero's "Fresh Food Matters" campaign

By SARAH JONES

Refrigerator and wine storage brand Sub-Zero is providing a fresh perspective on food preparation and storage with an influencer-led initiative.

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"Fresh Food Matters," centered on a dedicated Web site, aims to educate and inspire consumers to buy and cook with more fresh ingredients through insights from varied personalities including television host and chef Daphne Oz and vegan professional surfer Tia Blanco. Sub-Zero's content hub delves into the impact these ingredients can have on health, while also investigating the effect that food choices can have on the economy, the family and the environment.

"There is an overwhelming amount of information available today about what we should and shouldn't eat, trendy diets and fads," said Brian Jones, director of marketing at [Sub-Zero](#), Madison, WI.

"What we eat and where it comes from is important," he said. "Our hope is that we can inspire people to think fresh when it comes to the food they choose. Often it's as simple as swapping out overly processed foods at the store, or changing the way you create a grocery list.

"FreshFoodMatters.com not only has practical tips to help people incorporate fresh food into their lives, but shares stories about how fresh food is a part of Sub-Zero's brand DNA and how many others are using fresh food to make an impact in their communities and within their own lives."

Fresh take

The Fresh Food Matters Web site features a series of video profiles of individuals who are dedicated to using unprocessed foods.

Why Does Fresh Food Matter?

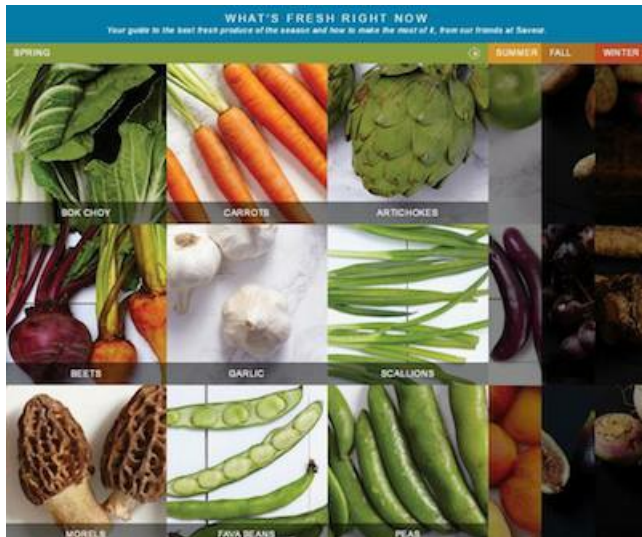
One of these influencers is Richard Morris, the author of "A Life Unburdened: Getting Over Weight and Getting On With My Life," whose video is titled "Fresh Food Saved My Life." Eliminating processed foods from his diet and starting to cook all of his own meals helped him lose 150 pounds, and today he does his own fresh food production, with chickens, pigs, bees and a garden on his five acres of land.

Another video profiles chef Ann Cooper, who left behind her celebrity chef days to focus on children, founding the

Chef Ann Foundation to help school lunchrooms deliver healthy options to students. In her video, titled "The Renegade Lunch Lady," the chef talks about how parents can take actions to change the foods available to their children while they are in school and how they can convince their children to try different healthy options while at home.

Ms. Oz speaks about how she enjoys "A Little Dash of Indulgence," such as macaroni and cheese, surrounded by a diet consisting of vegetables and other fresh options such as lentils. She showcases easy ways to find a balance and alter recipes to suit lifestyles and tastes.

Also on Fresh Food Matters, Saveur magazine provides a guide to in-season produce for all times of the year, such as spring's fava beans and artichokes. Consumers can click on each vegetable or fruit to see how they should store it, giving even fresh food novices the ability to work with these ingredients.



Screenshot of Sub-Zero's Fresh Food Matters Web site

Sub-Zero has launched a new Web series titled "The Naked Fridge," in which real homeowners reveal the contents of their refrigerators and their sometimes misguided storage methods.

Using its expertise, Sub-Zero gives tips on storing items such as fresh herbs, milk and eggs to give them the longest possible shelf life.

Sub-Zero is giving consumers the opportunity to get involved and give back to the fresh food movement through social media. For each post with the hashtag #FreshFoodMatters shared between April and July, the brand will donate \$5 to Katie's Krops.

Katie's Krops was founded by Katie Stagliano, one of the ambassadors for the Fresh Food Matters campaign. As a 9-year-old, she grew a 40-pound cabbage for a school project and donated it to a soup kitchen, where it went toward feeding 275 people.



Katie Stagliano

Inspired, the now 17-year-old went on to found the organization that today runs 100 youth tended gardens in 35 states. Sub-Zero will donate up to \$25,000 to the cause.

"Katie's Krops is an organization led by an inspiring 17-year-old with a mission to end hunger by growing fresh food," Mr. Jones said. "We were so moved by the story of the founder Katie Stagliano, and the impact that her youth-

based gardens have made across the country, that we wanted to promote and propel her success.

"We hope to bring visibility to her organization, showcase the incredible work being done by kids across the country, and help in her mission by funding up to 25 more gardens next year, all with the help of those who join the conversation and share the hashtag #FreshFoodMatters," he said.

Sub-Zero's commitment to fresh produce extends beyond the campaign, with a garden at its headquarters in Madison, WI supplying ingredients to corporate chefs. The meals cooked feed about 2,500 people who come through the training center per year.

Joel Chesebro- Harvest Haven

Back to basics

Sub-Zero Group's appliance brand Wolf is encouraging and empowering consumers to cook at home more often with its "Reclaim the Kitchen" campaign.

The initiative centers on a dedicated Web site, where chef Kathleen Flinn offers advice and ideas to motivate consumers to make small changes that can have a big effect, from increased health to familial bonding. Through this effort, Wolf is able to show its values, as a family-owned brand, and make an impact in consumers' lives ([see story](#)).

Consumers are showing renewed interest in cooking and natural foods, leading hospitality brands to offer educational and experiential packages centered on fresh food.

The Ritz-Carlton, Charlotte, NC is bringing farming to its urban situated hotel with the addition of several "agritourism" offers.

A LEED Gold certified hotel, the North Carolina property has worked to further its green thumb with a recently installed rooftop garden, a farmers market in its lobby and conservation education for its youngest guests. As guests become more environmentally conscious, hotels will need to adapt and adjust to fit their wants and needs ([see story](#)).

"Sub-Zero created Fresh Food Matters because we believe in the importance of freshness and are a leader in food preservation," Mr. Jones said. "We understand the challenges people face when it comes to incorporating fresh food into their lives.

"We created Fresh Food Matters to help as many people as we can understand that choosing fresh food actually does matter," he said. "Sub-Zero's goal is to inspire and encourage people to 'think fresh' when it comes to their food and make steps, big or small, to incorporate more fresh food into their daily lives.

"We have seen an incredibly positive response to the Fresh Food Matters initiative thus far and expect it to continue to position Sub-Zero favorably in the minds of consumers."