



The Poor Chef: Healthy \$7 Meals with a Side Order of Inspiration and Rich Culture

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America's Next Top Cooking Star, Charles Mattocks, is taking broadband and the airwaves by storm with his refreshing delivery, million-dollar persona, and real-life tips for eating great on a budget.

PR9.NET February 25, 2008 - Atlanta, GA - The Poor Chef is the newest entree on an extensive menu of iron chefs, 30 minute meals, and exotic cuisines. With deep roots in the Caribbean and raised in the melting pot of New York, Charles Mattocks is that breath of fresh air taking both the online and traditional media by storm. His down to earth cooking show, The Poor Chef, is as good for your soul as his delicious repertoire of healthy low-budget meals are great for your wallet. With a signature line of pabulum-inspired products--coupled with a program that speaks to everyday people, The Poor Chef is poised to be America's Next Top Cooking Star.

As multi-talented as Charles Mattocks is, designing The Poor Chef and the brand that surrounds it is definitely his calling. Charles brings a new flavor to the online and television communities by showing his audience how to prepare complete meals with a healthy edge for a mere seven bucks. And as if eating great for less isn't incentive enough, viewers can check out The Poor Chef in action and get recipes and other helpful hints on his website 24/7.

Insider tips and frugal planning aren't the only ingredients The Poor Chef brings to the kitchen. Charles uses this platform as a means to reach people in a way the average TV star hasn't. He uses the universal language of food to nourish his viewers' souls. Along with recipes made with spinach, pasta and olive oil, fans of The Poor Chef get a healthy helping of inspiration and real-life insights that last longer than any seven-course meal at Le Bec-Fin ever could.

"Charles is more than a guy with his own line of products who shows you how to prepare a meal. He has a warm spirit that speaks to you through his work, and the camera just loves him. The Poor Chef is a best kept secret that won't be for long. This has "big network" written all over it and the potential for a long run," says Camille Suzi of StockSuzie Productions.

The Poor Chef is syndicated in close to ten NBC affiliate markets nationwide, and is garnering support from a variety of places. This breakout program is seeing tremendous success across the board--including the West Indian and Latino communities, as they have traditionally been underrepresented by consumer brands. In a major effort to accommodate these fascinating markets, Charles has developed a Latin American adaptation of The Poor Chef that is currently in production. The sweetest carrot (no pun intended) from The Poor Chef, however, is the opportunity afforded to viewers to showcase their cooking skills. Fans of the show can join Charles in the kitchen and create their own signature \$7 dishes.

The passion Charles has for his work and the people it impacts is evident, and he's utilizing several mediums to reach this faction of viewers who desire a healthy lifestyle and a better quality of life. For more information about The Poor Chef, to view his videos, check out the programming schedule, or to reach Charles Mattocks directly, please visit www.thepoorchef.com or email info@thepoorchef.com.

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About ThePoorChef.com

The Poor Chef is a syndicated television and internet show designed and developed by Charles Mattocks. With a rich West Indian heritage and multi-dimensional professional background including film, music, business, and television, The Poor Chef is a burgeoning brand of cooking products, services, and programming. With a rising presence in both the retail and media landscape, The Poor Chef is poised to become the world's next breakout brand that satisfies both the palate and the soul.

About Blend Media Inc

Blend Media Inc is a Web 3.0 marketing and online public relations agency. We utilize new media tools and platforms to enhance the brand, web, and traditional media presence of our dynamic clients.

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