

PHOTOS AND RECIPES AVAILABLE UPON REQUEST

Irene Levy Baker  
for Information regarding Chef  
Joseph Poon  
(215) 782-2258

Samantha Winters  
National Watermelon Promotion  
Board  
407/895-5100

**CHEF JOSEPH POON NAMED CHEF CONSULTANT AND  
NATIONAL CULINARY SPOKESPERSON FOR  
NATIONAL WATERMELON PROMOTION BOARD**

PHILADELPHIA (January 8, 2001) – Chef Joseph Poon, of Joseph Poon Asian Fusion Restaurant in Philadelphia Chinatown, has been named Chef Consultant and National Culinary Spokesperson for the National Watermelon Promotion Board (NWPB). He will be responsible for making national media and event appearances and creating recipes and carvings that promote watermelon.

“We were looking for a chef who is a rising star and who could create imaginative, wonderful-tasting watermelon recipes,” said Samantha Winters, Director of Communications, NWPB. “Chef Joseph Poon has a natural charisma and his watermelon dishes are simply fascinating. When we found out he had a degree in nutrition and could carve watermelon’s into exotic shapes, it just seemed like a natural match.”

For a recent photo and video shoot for the NWPB, Chef Poon created a complete watermelon menu featuring Watermelon Spare Rib Soup, Watermelon Chicken with Red Caper, Watermelon Beef Tenderloin with Tangerine Herbs, Watermelon Chutney, General Tsao Watermelon, Asian Soy Honey Glaze

Watermelon Balls and two watermelon drinks. Beginning February 1, the NWPB will be featuring Chef Poon on its website, [www.watermelon.org](http://www.watermelon.org), where Chef Poon will be conducting virtual watermelon cooking and carving lessons.

### **National Watermelon Promotion Board**

The NWPB operates with a single objective: to increase consumer demand for watermelon through promotion, research and educational programs. The Orlando-based non-profit organization was formed in 1989 by watermelon growers and shippers. Today, the NWPB represents 3,100 growers, shippers and importers of watermelon in the United States.

The NWPB develops marketing programs to boost watermelon sales in supermarkets throughout the U.S. and Canada. Through high profile publicity on television, radio, newspapers and magazines, the Board has showcased watermelon as a healthy, refreshing, versatile meal item.

### **Joseph Poon Asian Fusion Restaurant**



Joseph Poon Asian Fusion Restaurant is an upscale restaurant in the heart of Philadelphia's Chinatown and just a block from the Pennsylvania Convention Center. The menu, and the décor, is bright and contemporary, with a dash of adventure.

In addition to serving as Executive Chef of the restaurant, Chef Poon conducts Wok 'N Walk tours of Philadelphia Chinatown, teaches intensive 13-hour Chinese Cooking Classes as well as free weekly cooking classes and participates in dozens of philanthropic events each year.

Joseph Poon Asian Fusion Restaurant is open Tuesday through Thursday from 11:30 a.m. to 10:00 p.m., Friday from 11:30 a.m. to 11:00 p.m., Saturday 2:30 p.m. to 11:00 p.m., Sunday 2:30 p.m. to 10:00 p.m.

Joseph Poon Asian Fusion Restaurant is located at 1002 Arch Street, at the corner of 10th and Arch Streets in Center City Philadelphia, 215/928-9333. Website: [www.josephpoon.com](http://www.josephpoon.com). Reservations are not required, but are recommended. Free parking is available after 4pm with validation at the Auto Park at The Gallery on 10th Street between Arch and Filbert Streets.

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NOTE: Don't miss Chef Poon on the National Watermelon Promotion Board website at [www.watermelon.org](http://www.watermelon.org) starting February 1, 2001.

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