

## Splendid Table Fundraising Pitch Points, updated Aug 2018

- The Splendid Table is a show for the naturally curious person like you. Each week, you learn about food from near and far, the people who grow and make it, and so much more. The Splendid Table broadens your palette and your horizons, and takes you to new places.
- The Splendid Table is a show about food, eating and keeping up with great culinary experiences. But what really adds sparkle to the show is humor and delight. It's that spark in conversations...the connection to each other that has made the show an audience favorite for over 20 years.
- The Splendid Table has been at the forefront of food issues and policies since its inception. Long before eating local became a catchphrase and farmers' markets became ubiquitous, The Splendid Table was talking about the changes needed in the food system and what was happening on the grassroots level.
- The Splendid Table doesn't just share recipes. Each week, it takes you on an exploration of the culture, science, history, stories and the deeper meanings that come together every time people get together to enjoy a meal.
- As a former restaurant cook and culinary school graduate, host Francis Lam can handle virtually any food query and loves taking listener's calls. He is keenly interested in people and their stories and believes that one of the keys to understanding people better is to learn what they cook and how they eat.
- Host Francis Lam has said "...food touches on every part of our lives and part of what that means is sometimes it tells a story that's a little bit harder to hear." Each week, you hear the stories behind the cuisine and culture. From food politics to food trends, The Splendid Table shares stories you won't hear anywhere else.
- Each weekend, The Splendid Table presents a wide variety of guests and topics. From conversations with Ruth Reichl about giving yourself permission to make mistakes in the kitchen, to talking with Chef Jacques Pépin about how to roast a chicken, to discussing Filipino cuisine with an experienced home cook, or food trends with street vendors, the conversation is always interesting and leaves you feeling more knowledgeable about food and the world around you.
- The Splendid Table has always been "the program for people who love to eat". That means exploring topics such as, 'What is Tex Mex?,' or Southern cooking beyond 200 years of tradition, reinvigorating Hawaiian cuisine – or even a story about vegan butchers – think texture.
- The Splendid Table has been your original weekend companion, celebrating the intersection of food and life for more than two decades. A culinary, culture and lifestyle program, it has hosted our nation's conversations about cooking, sustainability and food culture and has introduced you to generations of food dignitaries.