

August 13, 2009

## "Little Hands" cooking classes demonstrate food chemistry and importance of science to food

BRAMPTON, ON – Loblaw Cooking Schools in collaboration with Let's Talk Science is launching science-based "Little Hands" cooking classes designed for children ages 3 to 5, in select Superstore locations across Ontario. Parents and children can work together to explore and taste foods, understand the importance of produce, while learning basic scientific concepts through food preparation and mixing ingredients.

Pre-schoolers will create beginner recipes and acquire kitchen skills by exploring different foods with various tastes and textures, as well as learn about healthy eating and the different food groups.

"Children learn best when they are engaged and our cooking schools offer this opportunity," says Tom Filippou, Executive Chef, Loblaw Cooking School. "The cooking classes allow children to create some of their favourite recipes in a fun-filled atmosphere, while gaining a deeper understanding of the connection between food and science."

From August 16 to September 10, 2009, during Loblaw's Grown Close to Home™ program, a celebration of produce from Canadian farmers available in-store, Loblaw Cooking Schools will host one class each week, with a new topic and curriculum for each session. Both parents and children will enjoy fun food facts, how to use appropriate tools for cooking, and learn key scientific terms and other skills, such as observing, collecting and organizing information.

Loblaw will provide activity booklets for participants based on the learned curriculum.

"The program, based on our *Wings of Discovery*® early learning resources, is designed to expose young children to basic science principles, understand different food groups within a grocery store by involving cooking elements to keep them engaged and interested," says Bonnie Schmidt, President of Let's Talk Science. "We're absolutely thrilled Loblaw has developed this program, as the Loblaw Cooking School has an incredible reputation that will reach parents all across the province. This initiative highlights the importance of introducing science to children beginning at a very young age."

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### Curriculum

**Watch it Grow:** Learn what foods contain seeds and what seeds you cannot eat. Each child will plant a seed to take home with them and watch grow over the course of the 4 weeks. Children will prepare a breakfast bar with sesame and sunflower seeds.

**Science of Dissolving:** Learn what happens when things dissolve in liquid, along with what dissolves and what doesn't. Children will prepare individual pizzas by making dough and watching the yeast dissolve in water.

**Let it rise:** How to make things rise with the use of baking powder. Children will bake chocolate chip cookies (with and without baking powder and distinguish the difference).

**All about fruit:** What is a fruit and explore the difference between fruits and vegetables – Class and a tour of the produce area. Children will create a tomato and cucumber salad.

For more information about the *Wings of Discovery* Cooking Classes in your area, please call or visit your local Superstore and ask to speak to the Cooking School Coordinator.

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### **About Loblaw Cooking Schools**

Loblaw Cooking Schools offer hands-on demo and cooking classes in a fun, interactive environment at 71 locations throughout Ontario in Zehrs, Zehrs Great Food, Real Canadian Superstore, Loblaw Superstore, Loblaws, and Loblaw Great Food stores. Class themes range from menus by celebrity chefs to entertaining tips, international and vegetarian cuisine, fast, easy and healthy family meals, pastry and desserts, organic cooking (deleted classes) and more. Open to the public year-round, the Loblaw Cooking Schools also offer private, corporate, team-building, and Lunch & Learn sessions with optional sommelier service in addition to fantastic classes geared towards children ages 3 and up, including children's cooking birthday parties. For more information call 1-800-296-2332 ext. 3 or visit [www.loblaws.ca](http://www.loblaws.ca) or [www.superstore.ca](http://www.superstore.ca)

### **About Loblaw Companies Limited**

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 139,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian consumers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice® no name® and Joe Fresh Style® brands. In addition, the Company makes available to consumers President's Choice Financial® services and offers the PC® Points loyalty program.

### **About Let's Talk Science**

Let's Talk Science is an award-winning national charitable organization dedicated to building youth interest and engagement in science, engineering and technology through leadership, innovative learning programs, research and advocacy. Since its inception in 1993, Let's Talk Science has engaged more than 2 million children, youth, educators and volunteers. For more information about Let's Talk Science, please visit [www.letstalkscience.ca](http://www.letstalkscience.ca).

### **About *Wings of Discovery*®**

*Wings of Discovery* is a one-of-a-kind early learning program created by Let's Talk Science to help children aged six months to six years develop important skills while having fun exploring the world through science. The program builds on a child's natural curiosity about the world around them and uses science as a context to integrate language, math, art and music into their knowledge and skills development. Educators at more than 1,200 childcare centres and kindergarten classrooms across Canada use *Wings of Discovery* resources to engage and interact with children in interesting and relevant explorations that absorb them in learning and

build a foundation for future engagement in science. For more information about *Wings of Discovery*, please visit [www.wingsofdiscovery.ca](http://www.wingsofdiscovery.ca).

**For further information**

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