

## Who is the Vegetable Butcher?

A vegetable butcher makes life easier for us. Their job is to break down fruits and vegetables by peeling and cutting them into appropriate sizes for specific recipes. If you bring them a veggie, they will cut them according to your needs free of charge. What a great resource they are! Vegetable butchers introduce their customers to intimidating veggies, showing them how to slice, transform, and even cook them. Working directly with customers, they build a friendly rapport and encourage healthy lifestyles.

When we visited the produce department in Chicago's Eataly, we were greeted by dazzling fresh scents and a vibrant rainbow of fruits and vegetables, making us feel as if we just stepped into a fresh farmers' market.

The bright smile of Dao Chanthabane, a Produce Manager at Eataly and General Manager at Testa Produce, Inc. welcomed us like old friends. If I had a question, he was right there to answer it. With his passion and love of produce, we knew he was the perfect person to tell our listeners what a vegetable butcher does, and since he attended Le Cordon Bleu College of Culinary Arts in Chicago and worked as a chef, he also knew how to prepare all of those delicious fruits and vegetables.

## INTERVIEW

This is such a wonderful service for customers – to have an expert to explain how to break down vegetables, cut cauliflower steaks, peel tomatoes, chiffonade kale, turn carrots, and even uncover the tender artichoke heart. Here at Eataly, they will even wash, clean, and cut vegetables that you have purchased as well as provide advice on how to cook them. Wow! Are we lucky!

## Vegetable Butchers Are Changing the World of Produce

Even Chef Mario Batali visited the vegetable butcher at Eataly, to have his artichokes trimmed. It saved him lots of time since he only had to braise them with mint, red onion, garlic, and sweet peppers, and chili flakes when he went home. It was an express Artichokes a la Romana Style that night!

**Jennifer Rubell** and her staff of butchers at Eataly in New York said, "I think we could fundamentally change the way people eat."

<http://www.today.com/news/personal-choppers-meet-world-s-first-veggie-butchers-wbna39690063>

[www.aol.com/.../do-we...vegetable-butchers/576656c3e4b058fdb559ae3...](http://www.aol.com/.../do-we...vegetable-butchers/576656c3e4b058fdb559ae3...)

**Cara Mangini** is the chef and founder of Little Eater. She worked at some of New York's and Napa Valley's top culinary destinations. She developed a passion for produce at its peak. Her goal is to put vegetables at the center of the American plate. *The Vegetable Butcher* is a book that explains how to select, prep, slice, and dice vegetables.

<https://www.amazon.com/Vegetable-Butcher-Masterfully-Vegetables-Artichokes/dp/0761180524>

In the UK, vegetable expert **Amber Locke** feels that there are so many ways vegetables can be incorporated into everyday meals. Amber, known for her vegetable art, became the first Vegetable Butcher at Sainsbury's Wandsworth Superstore. Just spiralize, slice, or dice to use those veggies from root to tip. More than half of the British population now enjoy at least one vegetarian meal a week. Courgetti (courgette spaghetti) and "boodles" (butternut squash noodles) are trending as vegetable alternatives.

We want to allow customers to discover new ways to prepare classics such as carrots, broccoli, and cucumbers and also inspire them to try less familiar vegetables like beetroot and parsnips. She demonstrated how to use the whole vegetable using six different techniques like spiralizing, mandolin slice, wave-cut, julienne, and grating.

She said that she has a passion for showing people how vegetables can be fun and delicious, but more importantly, how you can avoid wasting parts of them that may seem unusable.

<http://www.standard.co.uk/lifestyle/foodanddrink/the-uks-first-vegetable-butcher-has-just-opened-at-sainsbury-s-wandsworth-a3273951.html>

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