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GMONKEY

Our Nation's First Vegetarian, Eco-Friendly Food Truck

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LOCAL AWARD-WINNING ORGANIC CHEF MARK SHADLE & HOLISTIC NUTRITIONIST AMI BEACH SHADLE HIT THE STREETS IN THE COUNTRY'S FIRST VEGETARIAN, ECO-FRIENDLY FOOD TRUCK CALLED GMONKEY
Gmonkey Serves Up Tasty Street Food While Strengthening Our Connection to Local Farm & Food Growers.
Organic Eats, from "FARM 2 STREET" as their slogan reads.

DURHAM, CT, May 5, 2011 -- Chip canteen. Food truck. "Roach coach." Whatever the preferred lingo, patrons don't typically step up to mobile kitchens with the goal of fueling up on fresh, local ingredients. But two local organic food enthusiasts are looking to change your mind about that. Mark Shadle, award-winning chef and co-owner of G-Zen Restaurant and his wife Ami Beach Shadle (the "The Detox Diva") are taking farm-fresh vegetarian ingredients to the streets in a newly-outfitted, state-of-the-art commercial kitchen-on-wheels they're calling **Gmonkey**. The mobile truck is considered our nation's very first all-vegetarian, eco-friendly food truck. The mobile kitchen, fueled by Hale Hill Farm Biofuels of Chester, CT will first be spotted in the Greater Hartford region during lunchtime beginning in early May. Customers can track the truck's location each by visiting www.gmonkey.com and by following the **Gmonkey** team on Twitter: [@gmonkeymobile](https://twitter.com/gmonkeymobile).

Gmonkey will feature fresh food, brought locally to hungry bellies throughout the region, and feature a diverse, seasonally-inspired menu sourced heavily from local farms and food producers. Menu ingredients are natural, organic, and fair-trade, whenever possible. The menu will have a strong focus on 100 plant-based & vegan foods, but also include a wide variety of Raw foods and gluten-free cuisine, although the fresh-food-focused menu is sure to appeal to a wide variety of palates. The make-your-mouth-water menu includes items such as vegan donuts, fresh squeezed juices, salads, wholesome warm soups, fresh-baked bread, and finger-licking sweet potato fries (cooked in 100% vegetarian canola oil). The menu, ever-changing according to what fresh produce is available each week, is posted each morning on www.gmonkeymobile.com.

"The appeal of food truck fare is, of course, the immediate gratification of stepping up and ordering delicious, hit-the-spot food," said owner Mark Shadle. "But this is no ordinary food truck; this mobile kitchen is an extension of our philosophy about the food revolution: that people should have access to healthy, tasty, eco-friendly food choices."

"The ingredients that go into our dishes are of the same top-notch quality and freshness of the ingredients at fine restaurants," explains Chef Mark, who has more than 20 years extensive gourmet restaurant experience. "Our goal is to break any stereotypes of typical street vending foods and redefine them in a totally green, provocative, and innovative way."

The Shadles invite customers to join the **Gmonkey** chefs on a food adventure for their taste buds. The Shadles consider the mobile kitchen a way to shorten your connection between the field where the food is grown and your plate. Moving

into the spring, will begin to appear during local festivals, farmers' markets, and fairs as well as available for private parties & small catering events.

"We are passionate about delivering fresh, eco-street food that is pure and delicious, and we'll never skimp on the integrity of ingredients or taste," notes **Gmonkey** co-owner Ami Beach Shadle. "We handcraft our food daily from scratch. Our mantra is to serve delicious, healthy, and fun food that honors the environment and harms not a single animal in the making. Our goal is to make food you love and food that makes you feel good. It's that simple."

In the early morning hours, the Shadles begin prepping the food for **GMonkey** in their sleek commercial kitchen, but if you step just outside the kitchen door, you'll find them harvesting greens, herbs, and honey. While the **Gmonkey** Mobile team hopes to have a high impact in terms of delicious food, the delivery system will be as low impact on the environment as possible. They do this by serving customers on biodegradable, vegetable-based plates, napkins, and utensils, and implementing recycling and composting of kitchen food scraps, which are brought back in their home base kitchen, located at Shadle Farm in Durham, CT. (www.ShadleFarm.com).

As for the origin of the "**Gmonkey**" moniker? Ami explains..."The monkey has been depicted for centuries throughout ancient Indian, Chinese, African and Egyptian cultures as representing a highly social being that is witty and possess a magnetic personality. The monkey represents an insatiable curiosity, extreme cleverness, inventiveness and playfulness about life that we at **Gmonkey** can really identify with. The "G" in **Gmonkey** also stands for 'green,' where we practice what we preach in terms of business ethics."

About Chef Mark Shadle: Mark Shadle, a vegetarian for 26 years and executive chef and owner of Award winning and critically acclaimed G-Zen restaurant in Branford CT, Mark's commitment to vegetarianism occurred a bit earlier when he took up cycling in the mid 1980's. He noticed when he followed a Vegetarian and organic diet that his performance and endurance when he was cycling was at its peak. Mark's extensive knowledge, hands-on experience, and deep respect for food and nature are an integral part of his holistic cuisine.

Over the past 22 years of his culinary career, Mark has achieved much recognition for both his extraordinary talent and impact on the local, sustainable and natural foods movement. As a member of the American Natural Foods team, his team placed two Gold medals, Silver and Bronze in the Culinary Olympics in Germany in 1992 & 1996. As a Vegetarian team battling against 60 countries and all genres of food, this is no small feat to say the least. In June 2010, Mark had the honor of being invited to the White House by First- Lady Michelle Obama and is currently involved with the "Chefs Move to School" initiative that involves working directly with schools and helping to bring awareness to healthier food choices for the children. His vision is exposing kids & adults of all ages to community gardening, local farmers markets, giving them a hands-on experience and educating in a way that is fun, interactive and life changing. Mark was most recently bestowed with *Edible Nutmeg's* Local Hero 2011 Award.

About Ami Beach Shadle, The "Detox Diva"

Ami, also known as the Detox Diva, is the owner and founder of the Colonic Institute in West Hartford. Ami is an IACT Colon Hydrotherapist, Certified Holistic Nutritionist from Integrative School of Nutrition (IIN in NYC), Certified Raw Foods Chef & Author. She and her husband, Mark Shadle, live on an historic 1730's property where they are nurturing the organic Shadle Farm in Durham, CT, which is also **Gmonkey** headquarters. She is currently working on two non-fiction books focusing on Anti-aging, Holistic lifestyle, Detoxification and Self-empowerment. Her book, "Nectar in the Raw," will be published sometime in the upcoming year. Find her on Twitter: [@mydetoxdiva.com](https://twitter.com/mydetoxdiva).

For more information about Shadle Farm, visit www.shadlefarm.com.

For more info on the restaurant visit, www-g-zen.com