

Kellogg's® Away From Home enlists culinary heavy hitter Chef JJ Johnson of FIELDTRIP in MorningStar Farms® plant-based program

Chef Johnson joins MorningStar Farms®' roster of culinary leaders working with the plant protein pioneer brand to develop innovative menu concepts

ELMHURST, IL., OCT. 5, 2020 – Today MorningStar Farms® and James Beard Award-winning [Chef JJ Johnson](#) of FIELDTRIP in Harlem, NY, announced their partnership as the latest iteration of the 'MorningStar Farms® X Chefs Collection.' 'MorningStar Farms® X Chefs' brings together leading chefs, including Pizza Lobo's Chef Dan Snowden, with the innovative plant-based protein brand to create inspiring and crave-worthy plant-based dishes using MorningStar Farms®' vast portfolio.

Chef Johnson, chef and owner of FIELDTRIP, is one of the industry's most respected chefs. He has grown his restaurant's business during the industry's toughest year in recent memory, while also establishing game-changing initiatives to feed first responders and members of his community. In addition to creating his inspiring MorningStar Farms® menu concepts, Chef Johnson will add MorningStar Farms® Spicy Black Bean patty to FIELDTRIP's menu as a protein selection for any Rice Bowl.

"I originally opened FIELDTRIP to serve as a community-based dining experience, where Harlem residents could enjoy flavorful, nutritious food," said Chef Johnson. "Working with MorningStar Farms® was a natural fit to our ethos and mission, because I knew my guests would not only love the taste, but also feel great about the nutritional benefits of plant-based protein. More and more people are seeking out and exploring plant-based options, so I was inspired to create food that incorporates plant-based protein in unexpected ways."

Applying his globally-inspired and rice-centric culinary style to his partnership, Chef Johnson created three trend-defining menu concepts using MorningStar Farms® products. These concepts meet today's hottest consumer demands – dishes that are indulgent in flavor while delivering on nutrition. His creations include MorningStar Farms® Black Bean Burger Lettuce Wraps with Mango Salsa and Plantain Chips; Cauliflower Crust Pizza with MorningStar Farms® Italian Sausage-Style Crumbles, Shishito Peppers and Fresh Burrata; and Carolina Gold Fried Rice with MorningStar Farms® Chorizo Crumbles and Crunchy Mayo.

"We are thrilled to welcome Chef JJ Johnson into the 'MorningStar Farms® X Chefs' collection and see how his menu creations contribute even more versatility to our portfolio, including trend-forward flavors such as Afro-Caribbean," said Dara Schuster, Marketing Director, Veggie Portfolio, Kellogg Company. "As a plant protein pioneer, we were the first plant-based brand to create satisfying vegetarian products, and we are continuously innovating to meet consumer nutrition demands through the celebration of vegetables and plant-based products. Partnerships with incredible chefs like Chef Johnson and Chef Snowden allow us to continue to satisfy guests' cravings."

Chef Dan Snowden of Pizza Lobo in Chicago was the inaugural chef partner in the 'MorningStar Farms® X Chefs Collection,' which launched in December 2019. Chef Snowden's menu creations included Fennel Gratin Pizza with MorningStar Farms® Italian Sausage Style Crumbles on the menu at Pizza Lobo; Korean Scallion and Kimchi Pancakes with MorningStar Farms® Chorizo Crumbles; Pueblan-Style Cemita with MorningStar Farms® Chipotle Black Bean Burger and Morita Chile Aioli and more.

Learn more about Chef Johnson's menu concepts and watch accompanying videos at MSFxChefs.com. Learn more about Chef JJ Johnson at www.chefjj.co.



About Kellogg's Away From Home

The Away From Home division of the Kellogg Company (NYSE: K) is dedicated to helping non-commercial, small retail formats and commercial foodservice operators stay ahead of consumer cravings. We activate our iconic brands in unique ways to help meet consumer demand and are devoted to working collaboratively with our customers and partners to help them win with the people they serve. Our beloved brands include *MorningStar Farms*®, *Pringles*®, *Cheez-It*®, *Keebler*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*® and more. The Kellogg Company has long been committed to nurturing our communities and the planet. In doing so, we are also helping protect the long-term availability of the ingredients we use in our foods and the livelihoods of the people who grow them. For more information about Kellogg's Away From Home and our portfolio of products, please visit www.KelloggsAwayFromHome.com.

####