



First Indiana Restaurant Invited to Serve at New York's Prestigious James Beard House

Indiana's Joseph Decuis Selects Bell Perch™ for Its Ceviche Appetizer

When guests sit down to dine at New York's prestigious James Beard house tonight, Bell Aquaculture Bell Perch™ will be on the menu in the "Perch Ceviche with Crispy Rice Cake, Lime Air & Chili Pepper" hors d'oeuvres offering. Joseph Decuis is the first restaurant in Indiana to be invited to serve at New York's prestigious James Beard House.

Redkey & Albany, IN - August 23, 2010 - When guests sit down to dine at New York's prestigious James Beard house tonight, Bell Aquaculture Bell Perch™ will be on the menu in the "Perch Ceviche with Crispy Rice Cake, Lime Air & Chili Pepper" hors d'oeuvres offering. The announcement is made by Norman McCowan, Bell Aquaculture's President & CEO, who says, "We've simply been on cloud nine since Joseph Decuis' Executive Chef Aaron Butts advised we'd be on the menu at their James Beard House event. We just can't contain our Indiana pride."

Butts explains, "We partner with Bell Aquaculture regularly, as one of the Indiana 'Like Minded Farms,' sharing our belief that quality is more important than mass-produced foods, and that family farming is in the blood. Each of our partners believe in natural, drug-free, humane, practices. We're proud to use these Indiana farm-raised products to bring excellent tasting, healthy food to diner's plates – both at our restaurant and at their homes." Learn more at <http://www.josephdecuis.com/farm/like-minded-farms>.

As reported in Fort Wayne's *The News-Sentinel*, "The man who set things in motion for the invitation is John Garr, a resident of Converse [IN] and frequent patron at Joseph Decuis. Garr, who says he loves good food, has been a member of the James Beard Foundation for years and attends events there three to four times a year. On one visit, he told Izabela Wojcik of the foundation about Joseph Decuis. That led to a phone conversation between her and Butts and eventually to the invitation."

In addition to Perch Ceviche, other hors d'oeuvres offerings at the Joseph Decuis James Beard House event include Miniature Wagyu Burgers with Spicy Ketchup and Blue Cheese Mousse, Buckwheat Blini with King Salmon Caviar, Crème Fraîche, and Chives, Bourbon-Cured Rainbow Trout with Sweet Corn Pancakes and Pecan Rémoulade and Pigs' Feet Fritters with Maple Gastrique and Thyme. These are paired with Creole Kiss Martinis with Pineapple-Infused Indiana Vodka, Cranberry Juice, & Lime.

The dinner menu includes: Heirloom Tomato Salad with Capriole Mont St. Francis, Petite Greens, Chile Pepper, and Yuzu paired with Dry Creek Vineyard Dry Chenin Blanc 2009; Sweetbreads with Creamed Corn Polenta, Local Mushrooms, and Pickled Ramps paired with Chappellet Chardonnay 2008; Pork Belly with Garden Kimchi Pancake, Spicy Slaw, and Miso Caramel paired with Rex Hill Reserve Pinot Noir 2006; Wagyu Short Ribs with Potato-Mushroom Pavé, Bordelaise, Bone Marrow, Summer Maque Choux paired with Col Solare Red Mountain 2006; and Chocolate Bête Noire with Sweet Corn Ice Cream, White Polenta Crunch, Glazed Blue Berries paired with Iron Horse Russian Cuvée N/V. A selection of mignardises concludes the event.

-More-



NEWS RELEASE

PO Box 85
Redkey, IN 47373
765.369.2718
FAX 765.369.2517

Bell Perch™ Yellow Perch

Yellow perch is one of the most popular of all North American pan fish. It has a mild, sweet flavor with firm white flesh and low fat levels, making it a favorite in residential and commercial kitchens alike. There's no taste difference from wild-caught like some other farmed species. In years past, yellow perch was the fish typically served at Friday Night Fish Fries in the Great Lakes region, particularly during Lent (the period prior to Easter).

"The greatest difficulty in recent years has been the availability of yellow perch out of Lake Michigan and Lake Erie – the two predominant lakes for the supply of wild-caught yellow perch," explains McCowan. "Which means restaurants that were typically serving customers who enjoy the taste of yellow perch and individual consumers, just couldn't get the supply. Or, in some cases, they are getting lesser quality fish and selling it as yellow perch."

The vision for a yellow perch farm was born when Founder Michael Miller became personally interested in aquaculture in 1994. After studying this science and becoming involved in the Indiana Aquaculture Association, Inc. (IAAI), he developed a dream to bring the local and personal favorite, yellow perch, back to the area. As McCowan says, "What started out as an idea on a Post-it note, ended up being 17 file cabinets of information." So after more than 12 years of research, consulting fish experts and a lot of hard work, Bell Aquaculture was formed in 2005.

Bell Aquaculture is committed to these four guiding principles in producing its fish:

- 1) Controlled indoor environment
- 2) Toxin & mercury free – no hormones used
- 3) Healthy growth
- 4) Gentle to the environment

About Joseph Decuis

Joseph Decuis (pronounced day-QUEEZ) is truly a Farm to Fork restaurant: raising its own Wagyu (Kobe-style) beef, using eggs from the chickens on its farm, and (when in season) cooking with herbs and vegetables from its two gigantic gardens. Further, Joseph Decuis sources its other meats - such as chicken, pork, veal and yellow perch - all from Indiana farms. Located in Roanoke, IN, a charming, historic rural community in northeast Indiana (15 minutes from Ft. Wayne, 1.5 hours north of Indianapolis and 3 hours east of Chicago), Joseph Decuis is the showcase for local farm raised food, and is a gourmet experience to remember. The Joseph Decuis operation also includes an emporium, culinarium and inn, in addition to its acclaimed restaurant and farm. For more information, visit <http://www.josephdecuis.com>.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, visit <http://www.jamesbeard.org>.

About Bell Aquaculture

Bell Aquaculture, headquartered in Redkey, IN, is a producer and processor of farm-raised fish for restaurants and consumer use. Initial production facilities, dedicated to yellow perch, are located in Albany, IN, and comprise the nation's largest yellow perch farm. More information about Bell Aquaculture is available at <http://www.bellperch.com>.

Bell Aquaculture also is found on these social media sites:

Twitter: <http://twitter.com/BellAquaculture> - <http://twitter.com/INYellowPerch> - <http://twitter.com/FriNightFishFry>

Facebook Fan Page: <http://www.facebook.com/bellperch>

News Feed Blog: <http://indianayellowperch.blogspot.com>

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Contacts:

Jodi Bertram, Realistic Marketing - <http://www.realistic-marketing.com> - 913-484-7361, jodi.bertram@bellaquaculture.com

Maggie Holben, Absolutely PR - <http://www.absolutelypr.com> - 303-984-9801, maggie@absolutelypr.com