

# Rise Together

Companion and eight local chefs collaborate to create delicious dishes.

By Amy De La Hunt | Photos courtesy of Twist

> You don't see too many chefs encouraging diners to visit another person's restaurant. That is, unless you're Josh Allen, co-owner of Companion and creator of CollaBREADtive, a program that brings together eight St. Louis chefs to create custom breads and use them in special menu items to serve in their restaurants. The series, now in its second year, kicked off in September with Chef Maurice Reed of Eclipse Restaurant and his Frosted Flake-encrusted French toast, made with Companion's sweet potato country bread. All three Companion locations, Schnucks, Dierbergs and Straub's stores will carry the special bread.

## CREATIVE CAMPAIGN

The program is the St. Louis bakery's way of reminding locavores about locally made bread—and the chefs serving it, like Bill Cardwell, who incorporated Companion's Bavarian pretzels in his dish, which is available until December 6. Companion sells about 2,000 units a day, and each loaf presents an opportunity for Allen to promote partner restaurants. Business aside, CollaBREADtive's underlying purpose is to spark conversations. That's why the selection rotates. If you miss the pretzels, no worries. A new bread hits shelves the next day and every six weeks thereafter until late summer 2010. For more info, recipes and to watch a video about the program, visit [companionstl.com/collabreadtive](http://companionstl.com/collabreadtive).



CollaBREADtive chef Bill Cardwell used Companion's Bavarian pretzels in his Cranberry "Hogwash" Glazed Pork Loin with Apple Slaw and Smoked Gouda. Enjoy the sandwich until December 6 in his restaurants, Cardwell's at the Plaza and BC's Kitchen.

## The CollaBREADtive Chefs

When and where to taste the upcoming creations from a who's-who list of St. Louis chefs.



**DAVID GUEMPEL, CAFÉ OSAGE**  
**December 7 - January 17**

Herb-roasted breast of chicken with green mayonnaise on lemon kalamata olive rustic bread



**CAROLYN DOWNS, CYRANO'S**  
**April 12 - May 23**

Grilled fresh strawberry pound cake with sweetened mascarpone and sun-dried strawberry jam



**ZOE ROBINSON, I FRATELLINI**  
**January 18 - February 28**

Pappardelle pasta with rabbit ragu and brown butter & sage ciabatta bread crumbs



**CLARA MOORE, LOCAL HARVEST CAFÉ**  
**May 24 - July 4**

The best BLT made with organic whole wheat chive ciabattini



**ANDY WHITE, SCHLAFLY TAP ROOM**  
**March 1 - April 11**

Grilled G&W bratwurst on toasted pale ale peasant bread



**VITO RACANELLI, ONESTO**  
**July 5 - August 15**

Panzanella salad with roasted garlic fougasse and homegrown tomatoes