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# **BizTalk**

ADVERTISING

## Cole & Weber's Gardenburger Meals

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Seattle ad agency [Cole & Weber United's](#) campaign to boost sales for Kellogg's [Gardenburger](#) involves one of those reality TV celebs that I have to confess I had never heard of before.

That would be Alex Eusebio, who was a contestant on the reality show [Top Chef](#) last fall. Eusebio will be joining other chefs in a Gardenburger road show coming to Seattle, Portland and other cities.

Seattle Chef Danilo Amato is among the local chefs participating in Gardenburger events over the next several weeks, including one this weekend at Seattle's [Golden Gardens](#). [Chef Dani](#) has a recipe for a sun-dried-tomato parmesan featuring the Gardenburger.



Flickr photo by Jimmy2000

Not a reality TV chef, yet.



Cole & Weber photo

Cole & Weber promises us a mobile culinary experience to get us to eat a healthy diet, including the Gardenburger, which apparently is in a sales slump because the campaign is designed to "re-launch" the veggie patty.

That's where Eusebio and the local chefs come in. They are going to whip up some dishes that include Gardenburgers to entice us to pick up a box the next time we roll a grocery cart down the refrigerated aisle.

It just goes to show that there is life after 15 minutes of exposure as a chef on a reality TV show.

**Categories:** Media & Marketing

**Tags:** advertising, television, food

**Companies:** Amato Catering, Cole & Weber United, Gardenburger, Kellogg

**People:** Alex Eusebio, Dani Amato

