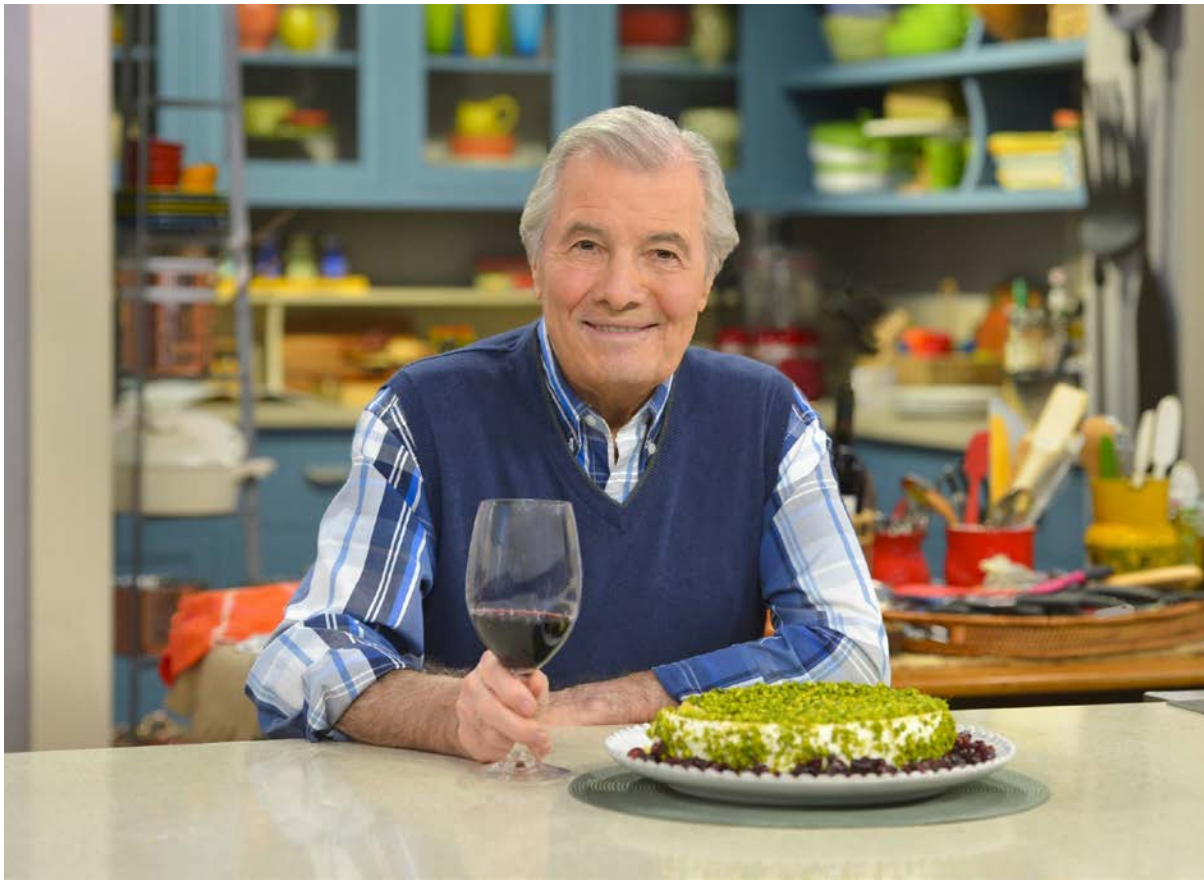


# Jacques Pépin Heart & Soul

SOCIAL MEDIA TOOLKIT



## ABOUT

Jacques Pépin, one of the world's most beloved chefs, taught generations of Americans to cook. After more than 60 years in the kitchen and nearly three decades in front of public television audiences, his final cooking series, *Jacques Pépin Heart & Soul*, premieres on PBS stations nationwide on September 19. The 26-episode series produced by KQED Public Television in San Francisco is deeply intimate, featuring the food he cooks at home for family and friends along with fond memories and stories about food and wine, his friendship with Julia Child and other food producers that provide him with some of his favorite ingredients. Jacques also reveals his philosophy on cooking for others and how to raise a granddaughter who will eat almost anything.

"In *Heart & Soul*, not only do I share my favorite recipes and memories, I also share a few morsels of wisdom I've learned over a happy and rewarding career," said Pépin. "The greatest pleasure in life for me remains simple: sitting down and enjoying a meal and a bottle of wine with family and friends. To share with others, this is true happiness."

Jacques' twenty-second cookbook hits shelves in October. [Jacques Pépin Heart & Soul in the Kitchen](#) features 200 recipes and more than a hundred full-color photos. In December, [PBS](#) will feature a pledge special commemorating Jacques' 80th birthday with guest chefs Lidia Bastianich, Rick Bayless and Ming Tsai.

Featuring a mix of classic and new recipes, Jacques' passion, humor and culinary skills are at their best as he shares memories and wisdom from half a century in the kitchen. The series is sure to inspire budding chefs to try their hands at some of these delicious recipes and master some of the basic techniques. We hope you'll join him as he passes the baton to ten-year-old granddaughter Shorey, revisits his hits (and misses) and bares his heart and soul in this finale to a lifetime.

Please use this social media toolkit as a resource in your online promotion of *Jacques Pépin Heart & Soul*. This kit can be used as an addendum or template for your online and social media promotion efforts surrounding your broadcasts.

**Jacques Pépin Heart & Soul:** For questions, collaborations and requests, please contact: Temi Adamolekun ([temi@pembrokepr.com](mailto:temi@pembrokepr.com)) or Aldo Mora-Blanco ([amorablanca@kqed.org](mailto:amorablanca@kqed.org))

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Jacques Pépin Heart & Soul

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## USEFUL LINKS

**Official Website:** <http://ww2.kqed.org/jpepinheart/>

**KQED Pressroom:** <http://blogs.kqed.org/pressroom/heart-and-soul-premiere/>

**Jacques Pépin Facebook:** <https://www.facebook.com/chefjacquespepin>

**Jacques Pépin Twitter:** [https://twitter.com/jacques\\_pepin](https://twitter.com/jacques_pepin)

**Jacques Pépin Pinterest:** <https://www.pinterest.com/JacquesPepinTV/>

**Dropbox:** <https://www.dropbox.com/sh/2nwyvjkcjy4fe/AACU0tE3fdxrDKXEbdNILvJda?dl=0> (all photos by Wendy Goodfriend, please credit where possible)

## SOCIAL MEDIA TOOLKIT

Please use this social media toolkit as a resource in your online promotion of *Jacques Pépin Heart & Soul*. This kit can be used as a template for your online and social media promotion efforts surrounding your broadcasts.

If you are looking for ready made content, please retweet directly from [https://twitter.com/jacques\\_Pepin](https://twitter.com/jacques_Pepin) and share directly from <https://www.facebook.com/ChefJacquesPepin>.

## CONTACTS

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## Twitter

### *Best Practices*

- Follow Jacques Pépin at [https://twitter.com/jacques\\_Pepin](https://twitter.com/jacques_Pepin) and retweet!
- Please use #JPHeartandSoul in all tweets
- Retweet content related to *Heart & Soul* and Jacques Pépin
- Always remember to mention @Jacques\_Pepin in all tweets
- If starting a tweet with our username include a period (.)
- Insert your own [LOCAL AIRTIME].
- Please include respective links and photos in your tweets

### **SUGGESTED ADVANCE TWEETS**

- .@Jacques\_pepin is excited to premiere his last series *Heart & Soul* this Sept! #JPHeartAndSoul #JPHeartandSoul



(click thumbnail image to save image from dropbox)

- Family is everything to @Jacques\_pepin. Watch him bring family recipes to life on #JPHeartandSoul this September!



(click thumbnail image to save image from dropbox)

- The clock is ticking! RT if you're ready for @Jacques\_Pepin's last series #JPHeartandSoul to premiere this month



(click thumbnail image to save image from dropbox)

**SUGGESTED TUNE-IN TWEETS****Episode 101: FÊTE DES BOULES**

- After a lifetime in the kitchen @Jacques\_pepin premieres his final series, Jacques Pépin #JPHeartandSoul TODAY at [insert local time]
- After a lifetime in the kitchen @Jacques\_pepin premieres #JPHeartandSoul TODAY at [insert local time]



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**Episode 102: ALL IN THE FAMILY**

- Family is everything to @Jacques\_pepin. Watch him bring his mother's recipes to life TODAY at [insert local time] #JPHeartandSoul
- @Jacques\_pepin and granddaughter make Poulet Á La Creme, Orange Cake and more TODAY at [insert local time] #JPHeartandSoul



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**Episode 103: TOAST TO JULIA**

- @Jacques\_pepin & Julia Child share recipes, anecdotes from their past and Julia's fav. wine at [insert local time] #JPHeartandSoul
- @Jacques\_pepin makes Rack of Lamb w/ Spice Crust & Wine Sherbet in honor of Julia Child at [insert local time] #JPHeartandSoul



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**Episode 104: COOKING FROM LE PELICAN**

- @Jacques\_pepin and daughter Claudine recreate recipes from Le Pelican, in Lyon, France TODAY at [insert local airtime] #JPHeartandSoul
- @Jacques\_pepin whips up Egg & Swiss Chard Gratin and more TODAY at [insert local airtime] #JPHeartandSoul



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**Episode 105: CHEF IN TRAINING**

- TODAY at [insert local airtime] @Jacques\_Pepin makes an easy Fougasse with a Seafood Twist #JPHeartandSoul
- .@Jacques\_pepin teaches his granddaughter to make crepes & her favorite, Poussins Á La Russe at [insert local airtime] #JPHeartandSoul



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**Episode 106: AUTUMN LEAVES**

- You'll love @Jacques\_pepin's seasonal menu: Tomato Velvet Soup, Grilled Lamb Shashlik & more at [insert local airtime] #JPHeartandSoul
- #RecipeOfTheDay Red Cabbage, Pistachio & Cranberry Salad + Baked Apple Galette at [insert local airtime] @Jacques\_Pepin #JPHeartandSoul



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**Episode 107: LA COCINA OLÉ**

- .@Jacques\_pepin creates a menu inspired by trips to Mexico & visits with friends TODAY at [insert local airtime] #JPHeartandSoul
- #RecipeOfTheDay Put leftover bananas to good use, make a Banana Gratin with Jacques TODAY at [insert local airtime] @Jacques\_pepin #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 108: COOKING FOR THE PRESIDENT**

- .@Jacques\_pepin & granddaughter make a Strawberry Confiture & more [insert local airtime] #JPHeartandSoul
- .@Jacques\_pepin and Jean-Claude Szurdak make Morel & Shrimp Eggs En Cocotte and dessert TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

### Episode 109: TASTE BUD TEMPTATIONS

- .@Jacques\_pepin & granddaughter Shorey make a Strawberry Confiture & a velvety Caramelized Pear Custard TODAY at [insert local airtime] #JPHeartandSoul
- .@Jacques\_pepin uses 4 ingredients to make the perfect appetizer TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

### Episode 110: GLOBAL GASTRONOMY

- .@Jacques\_pepin cooks around the world cuisine: Asian Salmon & South American Chicken Tenders at [insert local airtime] #JPHeartandSoul
- .@Jacques\_pepin takes our taste buds across the Atlantic to Europe TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

### Episode 111: OFFAL GOOD

- Nothing goes to waste in @Jacques\_pepin's kitchen! He makes a menu with underused meats TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

### Episode 112: CATCH O' THE DAY

- Watch @Jacques\_pepin's seafood feast: Grilled Striped Bass + Clams & Cod in Cream Sauce TODAY at 4 pm [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 113: JULIA REMEMBERED**

- [@Jacques\\_pepin](#) strolls down memory lane & prepares dishes once enjoyed with dear friend Julia Child #JPHeartandSoul
- [@Jacques\\_pepin's #RecipeOfTheDay](#) Oyster Chowder, Eggplant-Tomato Gratin, & a Hamburger Royale at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 114: GLORIA'S FAVORITES**

- Today's dishes are dedicated to [@Jacques\\_pepin](#) wife Gloria. Caviar Canape, Corn Fritters w/ Smoked Salmon & more #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 115: SHOREY'S PETITE APPETITE**

- [@Jacques\\_pepin](#) & Shorey whip up Escargots in Baked Potatoes & Stuffed Tomatoes TODAY at [insert local airtime] #JPHeartandSoul
- [@Jacques\\_pepin's](#) childhood favs: "The Four O'clock Bread" & Chocolate Pistachio Brittle TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 116: CUISINE DE MA CHERIE**

- [@Jacques\\_pepin](#) makes wife's favs: a Herbed Omelet w/ Shrimp & more TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 117: SWEET ENDINGS WITH SHOREY**

- .@Jacques\_pepin's #RecipeOfTheDay Tartine de Confiture and Mini Chocolate Truffles at #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 118: VIVA MÉXICO!**

- .@Jacques\_pepin entices us with a Hibiscus Cocktail, Yucatan Ceviche & Beef Fillet Mini Steaks #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 119: KITCHEN COMPANIONS**

- Jean Claude & @Jacques\_pepin make a feast of Octopus Stew, Corn Soufflé, & Prunes in Red Wine at [insert local airtime] #JPHeartandSoul



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**Episode 120: OCEAN HARVEST**

- .@Jacques\_pepin showcases 4 sophisticated seafood dishes inspired by seaside living TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 121: COOKING CLEVER**

- [@Jacques\\_pepin](#) creates budget-friendly dishes full of flavor TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 122: HEIRLOOM FAVORITES**

- [@Jacques\\_pepin](#) shares childhood tales and family favs like Mom's Apples in Lemon Sauce TODAY at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 123: JUST DUCKY**

- [@Jacques\\_pepin](#) & Claudine sip wine, reminisce & cook some of Claudine's fav. duck recipes at [insert local airtime] #JPHeartandSoul
- [#RecipeOfTheDay @Jacques\\_pepin](#) & granddaughter make Lemon Mouseline and a family feast TODAY at [insert local airtime] #JPHeartandSoul



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**Episode 124: CUISINE ÉCONOMIQUE**

- Watch [@Jacques\\_pepin](#) create dishes with inexpensive ingredients TODAY at [insert local airtime] #JPHeartandSoul
- [#RecipeOfTheDay](#) Black Lentil Salad, Pork Neck & Bean Fricassee, Spinach & Ricotta Lasagna at [insert local airtime] #JPHeartandSoul



(click thumbnail image to save image from dropbox)

**Episode 125: WONDERS OF THE SEA**

- [@Jacques\\_pepin](#) visits Howard Johnson in NY to learn about American food & share tips TODAY at [insert local airtime] #JPHeartandSoul
- [@Jacques\\_pepin's #RecipeOfTheDay](#) Seafood Salad & Crispy Creole-Blackfish Beignets TODAY at [insert local airtime] #JPHeartandSoul



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**Episode 126: MENU MEMORIES**

- In his last episode, [@Jacques\\_pepin](#) & Claudine talk menus the family loved & make a lamb dish at [insert local airtime] #JPHeartandSoul
- [@Jacques\\_pepin's last #RecipeOfTheDay](#): Lamb Breast Navarin, Coffee Panna Cotta & more TODAY at [insert local airtime] #JPHeartandSoul



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## FACEBOOK

To increase your reach on Facebook please:

- Follow Jacques Pépin at [www.facebook.com/ChefJacquesPepin](http://www.facebook.com/ChefJacquesPepin)
- Tag Jacques Pépin in your posts by typing “@ChefJacquesPepin” in your Facebook post
- Suggested copy includes hyperlinked Facebook Pages
- Post on the walls of groups in your area that may be interested in the series
- Insert your own [local airtime]
- Entice your audience with our #RecipeoftheDay photo posts

### **SUGGESTED ADVANCED FACEBOOK POSTS**

**PLEASE TAG:** <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



After a lifetime in the kitchen, [@ChefJacquesPepin](https://www.facebook.com/chefjacquespepin) is excited to premieres his final series, Jacques Pépin Heart and Soul this September!

#### **Post #2**

**PLEASE TAG:** <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Family is the heart of [@ChefJacquesPepin](https://www.facebook.com/chefjacquespepin)'s kitchen. This September, watch Jacques bring his family's classic recipes to life and create dishes with his daughter Claudine and his granddaughter Shorey!

#### **Post #3**

**PLEASE TAG:** <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



The clock is ticking! Like, comment or share if you're ready for [@ChefJacquesPepin](#)'s last series [Heart & Soul](#) to premiere this month [#JPHeartandSoul](#) (or week)

### **SUGGESTED TUNE-IN FACEBOOK POSTS**

#### **Episode 101: FÊTE DES BOULES**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



After a lifetime in the kitchen, [@ChefJacquesPepin](#) premieres his final series, Jacques Pépin Heart and Soul today at [insert local time]. Jacques cooks up a party menu of favorites - Crab Chips with Salmon Caviar, Garden-Fresh Salad & more.

<http://ww2.kqed.org/jpepinheart/>

#### **Episode 102: ALL IN THE FAMILY**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Family is the heart of [@ChefJacquesPepin](#)'s kitchen. Jacques and his daughter Claudine bring his mother's recipes to life. Poulet À La Creme, Rice Soubise & Orange Cake made with the help of Jacques' granddaughter Shorey! Tune in at [insert local time]

<http://ww2.kqed.org/jpepinheart/>

#### **Episode 103: TOAST TO JULIA**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) & Julia Child share recipes, anecdotes from their past and Julia's favorite wine today at [insert local time]. Jacques Pépin prepares Rack of Lamb with Spice Crust, Fried Potatoes and Wine Sherbet in honor of Julia Child.

<http://ww2.kqed.org/jpepinheart/>

**Episode 104: COOKING FROM LE PELICAN**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) and daughter Claudine recreate his mother's recipes from Le Pelican, in Lyon, France today at [insert local airtime]. Jacques Pépin whips up Egg and Swiss Chard Gratin, a hearty Kale, Sausage, Ribs and Lima Bean Stew.

<http://ww2.kqed.org/jpepinheart/>

**Episode 105: CHEF IN TRAINING**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Fresh bread is a staple on [@ChefJacquesPepin](#)'s dining table. Watch him make an easy Fougasse with a Seafood Twist at [insert local airtime]. Jacques Pépin teaches his granddaughter to make crepes and her favorite, Poussins À La Russe today.

<http://ww2.kqed.org/jpepinheart/>

**Episode 106: AUTUMN LEAVES**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Fall in love with [@ChefJacquesPepin](#)'s seasonal menu: Tomato Velvet Soup, Tomato Gratin, and Grilled Lamb Shashlik at [insert local airtime]. #RecipeOfTheDay: A Red Cabbage, Pistachio & Cranberry Salad with a Baked Apple Galette!

<http://ww2.kqed.org/jpepinheart/>

**Episode 107: LA COCINA OLÉ**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) creates a Mexican-themed menu inspired by trips to Mexico and visits with friend Rick Bayless today at [insert local airtime]. #RecipeOfTheDay Put leftover bananas to good use, make a Banana Gratin with Jacques.

<http://ww2.kqed.org/jpepinheart/>

**Episode 108: COOKING FOR THE PRESIDENT**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) and Jean-Claude Szurdak make Morel and Shrimp Eggs en Cocotte and a decadent Chocolate Soufflé. Tune in at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 109: TASTE BUD TEMPTATIONS**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) combines four simple ingredients to make the perfect party appetizer and shares a brunch recipe today at [insert local airtime]. Jacques Pépin and his granddaughter Shorey make a Strawberry Confiture and a velvety Caramelized Pear Custard.

<http://ww2.kqed.org/jpepinheart/>

**Episode 110: GLOBAL GASTRONOMY**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) brings together cuisine from around the world: Asian Salmon and South American Chicken Tenders at [insert local airtime]. Jacques Pépin takes our taste buds across the Atlantic to Europe today.

<http://ww2.kqed.org/jpepinheart/>

**Episode 111: OFFAL GOOD**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Nothing goes to waste in [@ChefJacquesPepin](#)'s kitchen! He creates a menu using underutilized variety meats today at [insert local airtime]. Offal never tasted so good!

<http://ww2.kqed.org/jpepinheart/>

**Episode 112: CATCH O' THE DAY**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#)'s summer itinerary always includes friends, fishing and cooking the wonderful bounty from the sea. Today he makes a seafood feast! Grilled Striped Bass, Top Neck Clams and Cod in Cream Sauce. Tune in at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 113: JULIA REMEMBERED**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) strolls down memory lane and prepares dishes he once enjoyed with dear friend Julia Child. Jacques Pépin's #RecipeOfTheDay includes Oyster Chowder, Eggplant-Tomato Gratin and a Hamburger Royale. Tune in at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 114: GLORIA'S FAVORITES**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Today's dishes are dedicated to [@ChefJacquesPepin](#)'s wife Gloria. Caviar Canape, Corn Fritters with Smoked Salmon and more. Tune in at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 115: SHOREY'S PETITE APPETITE**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Shorey, [@ChefJacquesPepin](#)'s granddaughter, joins him in the kitchen, bringing her petite yet progressive palate in tow! The duo whip up Escargots in Baked Potatoes and Stuffed Tomatoes today at [insert local airtime]. Jacques Pépin shares childhood favorites: "The Four O'Clock Bread" and Chocolate Pistachio Brittle.

<http://ww2.kqed.org/jpepinheart/>

**Episode 116: CUISINE DE MA CHERIE**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



To honor their love, [@ChefJacquesPepin](#) makes Gloria's favorites: a Herbed Omelet with Shrimp, Cilantro Rice which pairs perfectly with a Calamari Stew. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 117: SWEET ENDINGS WITH SHOREY**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#)'s #RecipeOfTheDay Tartine de Confiture, Chocolate Pistachio Biscotti, and Mini Chocolate Truffles. Tune in today for a selection of sweet treats at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 118: VIVA MÉXICO!**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) takes us on a culinary ride with a Hibiscus Cocktail, Yucatan Ceviche and Beef Fillet Mini Steaks. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 119: KITCHEN COMPANIONS**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Jean Claude & [@ChefJacquesPepin](https://www.facebook.com/chefjacquespepin) team up to make a feast of Octopus Stew, Corn Soufflé and Prunes in Red Wine. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 120: OCEAN HARVEST**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Seaside living has, without a doubt, influenced [@ChefJacquesPepin](https://www.facebook.com/chefjacquespepin)'s repertoire of recipes to include the freshest fish caught close to his own backyard. On today's show, Jacques showcases four sophisticated seafood servings. Tune in at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 121: COOKING CLEVER**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Budget-friendly dishes made with inexpensive ingredients are packed full of flavor when [@ChefJacquesPepin](https://www.facebook.com/chefjacquespepin) steps in. The result? Unforgettable meals. Classic Italian Spaghetti á la Bolognese includes Jacques' special tip to make a delicious, hearty and flavorful sauce. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 122: HEIRLOOM FAVORITES**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) cooks down memory lane, sharing anecdotes from his childhood along the way. Jacques shows off his knife skills, filleting a whole fish in preparation for Flounder with Lemon Butter and more classics brought to life with fresh and simple ingredients.

Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>**Episode 123: JUST DUCKY**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



[@ChefJacquesPepin](#) and Claudine sip wine, reminisce and cook some of Claudine's favorite duck recipes such as Sauteéd Duck Breast with Arugula Salad and Cracklings. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>**Episode 124: CUISINE ÉCONOMIQUE**PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Home cooking doesn't have to break the bank. [@ChefJacquesPepin](#) creates dishes with inexpensive ingredients. #RecipeOfTheDay Black Lentil Salad w/ Eggs, Pork Neck and Bean Fricassee, Spinach & Ricotta Lasagna with Red Wine. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 125: WONDERS OF THE SEA**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



Arriving in New York with a repertoire of French recipes and techniques, [@ChefJacquesPepin](#) joined the team at Howard Johnson to learn about American food. Today, he shares his expansive knowledge of that cookery, combining it with his traditional French training. Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

**Episode 126: MENU MEMORIES**

PLEASE TAG: <https://www.facebook.com/chefjacquespepin>

(click thumbnail image to save image from dropbox)



In his last episode, [@ChefJacquesPepin](#) and Claudine talk about menus the family loved and make a hearty lamb dish. Jacques Pépin's last #RecipeOfTheDay: Lamb Breast Navarin, Green Salad with Mustard Dressing & Coffee Panna Cotta.

Tune in today at [insert local airtime].

<http://ww2.kqed.org/jpepinheart/>

## SUGGESTED ADVANCE PINS FOR PINTEREST

### Pin #1

<https://www.pinterest.com/JacquesPepinTV/>

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After a lifetime in the kitchen, #JacquesPepin is excited to premieres his final series, Jacques Pépin Heart and Soul this September! #JPHeartandSoul

### Pin #2

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Family is the heart of #JacquesPepin's kitchen. This September, watch Jacques bring his family's classic recipes to life and create dishes with his daughter Claudine and his granddaughter Shorey!  
#JPHeartandSoul

### Pin #3

<https://www.pinterest.com/JacquesPepinTV/>

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#JacquesPepin combines simple ingredients to make the perfect party menu and easy dinners at home. Tune in to Jacques Pépin Heart and Soul for lots of great tips on home cooking the French way.  
#JPHeartandSoul

## SUGGESTED ADVANCE INSTAGRAM POSTS

### Post #1

**PLEASE TAG:** @KQEDOfficial

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After a lifetime in the kitchen, #JacquesPepin is excited to premieres his final series with @KQEDOfficial, Jacques Pépin Heart and Soul this September! #JPHeartandSoul [insert tune-in time]

### Post #2

**PLEASE TAG:** @KQEDOfficial

**(click thumbnail image to save image from dropbox)**



Family is the heart of #JacquesPepin's kitchen. This September, watch Jacques on @KQEDOfficial bring his family's classic recipes to life and create dishes with his daughter Claudine and his granddaughter Shorey! #JPHeartandSoul [insert tune-in time]

### Post #3

**PLEASE TAG:** @KQEDOfficial

**(click thumbnail image to save image from dropbox)**



#JacquesPepin combines simple ingredients to make the perfect party menu and easy dinners at home. Tune in to Jacques Pépin Heart and Soul @KQEDOfficial for lots of great tips on home cooking the French way. #JPHeartandSoul [insert tune-in time]

## FACT SHEET

**SERIES TITLE:** Jacques Pépin *Heart and Soul*

**SERIES LENGTH:** Twenty-six 30 minute episodes

**SERIES DESCRIPTION:** In Jacques Pépin's final cooking series, he dishes up memories and menus from his legendary career.

Though his legendary career is coming to a close, Jacques Pépin's farewell tour is just beginning, with publicity surrounding the Jacques Pépin Heart & Soul premiere in September, the release of the [companion book](#) on October 6 and Jacques' 80<sup>th</sup> birthday in December. In November, Jacques looks forward to seeing all of you at the [APT Fall Marketplace](#) to thank you in person for your decades of support (and of course, to complete your Pépin cookbook collection!) We hope you'll be able to coordinate your air dates of Jacques Pépin Heart & Soul to take advantage of all the excitement.

The party has already started, with [Reuters](#) sharing Jacques' celebration at the FOOD & WINE Classic (including a [Croquembouche](#) that has to be seen to be believed) and [The Washington Post](#) covering an [80-cake](#) birthday extravaganza (that ended up with 103 cakes, thanks to a surplus of [admirers](#)). Jacques' appeal extends to younger audiences, too, as seen in GQ's [The Chef Who Saved My Life](#) and monikers ranging from "kitchen badass" ([Eater.com](#)) to "the Elvis of the food world" ([LoveWhatYouDo.com](#)).

Featuring a mix of classic and new recipes, Jacques' passion, humor and culinary skills are at their best as he shares memories and wisdom from half a century in the kitchen. The series is sure to inspire budding chefs to try their hands at some of these delicious recipes and master some of the basic techniques. We hope you'll join him as he passes the baton to ten-year-old granddaughter Shorey, revisits his hits (and misses) and bares his **Heart and Soul** in this finale to a lifetime.

**KQED Public TV:** KQED Public Television, the PBS affiliate that serves Northern California, is one of the country's most popular public television stations. It brings the values of public media to homes around the Bay Area with Emmy Award-winning programming that inspires, informs and entertains, including Masterpiece Classic: Downton Abbey, Masterpiece Classic: Sherlock Holmes, American Masters, Great Performances, NOVA and Nature. KQED provides the best in independent film, including POV, Independent Lens, Film School Shorts, Truly CA: Our State, Our Stories, and ImageMakers. KQED Public Television produces local series like Check, Please! Bay Area, KQED NEWSROOM, San Francisco Opera and ImageMakers, as well as popular programs for national broadcast such as Essential Pépin, and QUEST. KQED Public Television also distributes programming to public media stations across the country including The Cat in the Hat Knows a Lot About That!, Roadtrip Nation and Joanne Weir's Cooking School. For more information, please visit <http://www.kqed.org/tv>