



FOR IMMEDIATE RELEASE: May 10, 2010

Contact: Dustin Smith, (310) 975-1640, [dustin\\_smith@discovery.com](mailto:dustin_smith@discovery.com)

More info: <http://press.discovery.com/us/tlc/programs/inedible-incredible/>

**TLC AND CHEF JOHN BESH TURN FOOD FROM  
“INEDIBLE TO INCREDIBLE”**

**All-new series premieres Monday, June 21, 2010 at 10 PM ET/PT**

Los Angeles, CA – Every day, across the country, people sit down for some homemade meals... that are simply horrible. From the over-seasoned to the undercooked, these dishes kill the appetite rather than satisfy it. But hope isn't lost for the home cook when Chef John Besh arrives to rehab those recipes and transform the INEDIBLE TO INCREDIBLE in an all-new series premiering Monday, June 21 at 10 PM, only on TLC.

INEDIBLE TO INCREDIBLE is part of TLC's new summer schedule, which shares over 100 hours of new programming, including 11 new series, 9 new seasons, and 19 new specials.

John Besh is a New Orleans-based chef and owner of six acclaimed restaurants (August, Besh Steak, Lüke, La Provence, American Sector, and Domenica), all of which celebrates the bounty and traditions of the region. His first cookbook, *My New Orleans*, recently won the International Association of Culinary Professional (IACP) award for Best American Cookbook, and the chef has won additional accolades, including a James Beard Award.

“I'm passionate about food and it's a dream of mine to be able to help these cooks really connect with their favorite recipes and take them to the next level,” said Chef Besh. “The series is all about having fun and being confident in the kitchen, learning how to combine fresh ingredients and simple techniques, and loving the experience of sharing a great meal with friends.”

Besh applies his thoughtful approach to cooking when he surprises an unsuspecting individual who has been nominated because their meals were making their friends and family miserable. From breaking the news that their cooking wasn't cutting it to revealing the new creation, the chef helps guide them in a step-by-step overhaul of their kitchen skills.

"We all know someone who thinks they can cook, but sadly, their creations are horrific," says Nancy Daniels, SVP Production & Development, TLC. "INEDIBLE TO INCREDIBLE gives these cooks a compassionate wake up call. We are lucky enough to have John Besh share his amazing talent to help these cooks rehab their recipes."

The six half hour episodes premiere back-to-back Monday at 10 & 10:30 pm starting June 21. The series is produced for TLC by Discovery Studios. Executive producer is Alison Holloway.

INEDIBLE TO INCREDIBLE joins TLC's growing menu of food-focused series, including CAKE BOSS, ULTIMATE CAKE OFF, BBQ PITMASTERS, and the upcoming specials CHOCOLATE WARS, MEGA BITES, and FOOD BUDDHA.

#### **About TLC**

TLC's innovative docu-series and reality-based programming include favorites *Jon & Kate Plus 8*, *Little People*, *Big World*, *What Not to Wear*, *19 Kids and Counting*, *Say Yes to the Dress*, and *LA Ink*. TLC added to its menu of programming with *Cake Boss* and *Ultimate Cake Off*, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy® Award-winning *A Baby Story*. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at [www.tlc.com](http://www.tlc.com). TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.

###