



Holland America Line Launches Partnership with America's Test Kitchen to Bring New Dynamic Cooking Shows on Board

September 20, 2016

Shows to debut aboard ms Westerdam and ms Nieuw Amsterdam this fall

Seattle, Wash., Sept. 20, 2016 — Holland America Line turns its culinary programming up a notch with the introduction of dynamic shipboard cooking shows produced in partnership with the long-running public television show America's Test Kitchen, the most popular how-to-cook show on TV. Holland America Line is a sponsor of America's Test Kitchen on public television, and is proud to make this experience possible at sea. The initiative was announced today in New York City at a press conference at the prestigious Institute of Culinary Education.

Holland America Line's shipboard Culinary Arts Center will be transformed to replicate the television set where the prominent America's Test Kitchen TV shows are recorded for broadcast by more than 350 public television stations nationwide. Designed specifically for Holland America Line, the shipboard shows will be hosted by Holland America Line chefs trained by America's Test Kitchen culinary experts. Shipboard cooking demonstrations and hands-on workshops — with topics ranging from shaping Asian dumplings to making the perfect pie crust — will combine foolproof, accessible recipes and cooking techniques that are rooted in the rigorous testing and science-based approach of America's Test Kitchen.

In addition, Holland America Line guests will experience 24-hour access to episodes of America's Test Kitchen and Cook's Country television programs in their staterooms.

"America's Test Kitchen will bring a new take on cooking classes at sea that spans not only recipes but also the science of the cooking process. Its mission is to determine the best methods, ingredients and cooking tools — and now these discoveries will be shared with our guests," said Orlando Ashford, president of Holland America Line. "We provide our guests with tremendously immersive and authentic experiences to enrich their travel, and America's Test Kitchen's commitment to delivering a quality culinary experience with a focus on learning is a perfect match."

The planned 45-minute demo courses will feature a mix of video content, live instruction, taste tests and recipe samples. Some of the courses in development include Asian Dumplings, Salad for Two, We Love Chocolate, Everything Salmon, Getting to Know Chiles, Flavors of the Mediterranean, Meatless Monday Meals and New Italian Favorites.

Also planned are 90-minute workshops that focus on teaching a specific skill set. Proposed workshops include Perfect Pies and Handmade Pasta.

America's Test Kitchen demo courses and workshops will begin aboard *ms Westerdam* October 18 for the ship's Mexico season and on *ms Nieuw Amsterdam* November 13 for the Caribbean season.

The program is expected to roll out fleetwide by June 2017.

"This is an incredible opportunity for fans of America's Test Kitchen, and food lovers in general, to immerse themselves in the Test Kitchen experience," said David Nussbaum, CEO of America's Test Kitchen. "The classes on board Holland America Line ships will feature our famous foolproof recipes designed to be repeated and enjoyed long after the voyage has ended. We are excited that Holland America Line is helping America's Test Kitchen reach more enthusiastic home cooks through this onboard experience."

America's Test Kitchen is a real place: a no-nonsense, fully equipped, 2,500-square-foot test kitchen located in Brookline, Massachusetts. A team of more than 50 highly qualified test cooks perform thousands of tests every year. The goal? To develop the best recipes and cooking techniques, to review and rate the best cookware and equipment, and to taste-test and recommend brand-name supermarket ingredients for the home cook. Recipes are tested 30, 40 and sometimes as many as 70 times to arrive at the combination of ingredients, technique, temperature, cooking time and equipment that yields the best, most foolproof recipe.

Recipes and reviews are published in two magazines, Cook's Illustrated and Cook's Country, in a growing line of cookbooks and special interest magazines, and on the America's Test Kitchen websites and through an instructional online Cooking School. They also are featured on two public television series: America's Test Kitchen and Cook's Country.

America's Test Kitchen has earned the respect of the publishing world, the culinary world and millions of home cooks who trust its experts for tried and true advice on recipes, supermarket ingredients and cookware. Similarly, the new Holland America Line shipboard shows will present a combination of well-tested recipes using consumer-available ingredients with kitchen tips and advice on the brands of cookware, utensils and appliances America's Test Kitchen's experts have tried and recommend.

Culinary Excellence Shines in Partnerships

America's Test Kitchen joins Holland America Line's elite list of food and beverage collaborators who are the leading authorities in their fields. The esteemed Culinary Council is led by Holland America Line's Master Chef Rudi Sodamin, who is joined by renowned international chefs Jonnie Boer, David Burke, Elizabeth Falkner and Jacques Torres. The line also has exclusive partnerships with Sushi Chef Andy Matsuda and Master Mixologist Dale "King Cocktail" DeGroat.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Holland America Line's onboard initiative with America's Test Kitchen was facilitated by HAP Consulting, a boutique brand licensing and marketing firm based in New York City.

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/z52lbbyv>.

Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social media outlets via the [Online Communities](#) quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 14 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada & New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, delivered in April 2016, as well as a second Pinnacle-class ship, *ms Nieuw Statendam*, due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position as the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

America's Test Kitchen and Cook's Country are co-presented to the public television system by WETA and American Public Television and distributed by American Public Television.

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