

**FOR IMMEDIATE RELEASE**

Contact: Lyric Kali 850-294-0079 (mobile) or jambocafesf@gmail.com

Website: [www.jambocafe.net](http://www.jambocafe.net) | Facebook: [www.facebook.com/jambocafesantafe/](http://www.facebook.com/jambocafesantafe/) | Twitter [@jamboSF](https://twitter.com/jamboSF)

**Celebrating the Journey of Life ...Chef Ahmed M. Obo Releases Cookbook: *The Jambo Café Cookbook***

Seven years after opening his much-acclaimed Jambo Café, Santa Fe's beloved chef has memories as well as familiar and fresh recipes to share. *The Jambo Café Cookbook: Recipes and Remembrances from My Journey from Africa to America* features memorable dishes featuring Jambo Café menu favorites, traditional Swahili fare, and new creations exploring Ahmed Obo's innovation in the kitchen.

With stunning food photography and more than 70 individual recipes, *The Jambo Café Cookbook* reveals a glimpse into the man, the chef, the philanthropist, and his influences and philosophies. Here are mouth-watering traditional Swahili recipes sharing the plate with Swahili comfort and street food with contemporary twists to tantalize the discerning palate.

More than just a cookbook, *The Jambo Café Cookbook* is a testament to Ahmed Obo's conviction that anything is possible—with the right mix of creativity, drive, and imagination. This 160 page book is a personal journey with Chef Ahmed, featuring some of his own photography, images of his homeland, and the sources of his inspiration. It is an indispensable guide for the home cook and, at the same time, a remarkable resource for the serious cook or professional seeking the how and why of Chef Ahmed's unique blend of spicy yet savory flavors and creative yet comforting cooking process.

Ahmed M. Obo is founder and chef-owner of Jambo Café well-known for his tantalizing soups and stews. Originally from Lamu, an island off the coast of Kenya, Ahmed came to America in 1995, worked in restaurant kitchens in Santa Fe and New York, and opened Jambo Café in August 2009. Popular with locals and families, foodies and tourists, Jambo and Chef Ahmed have been winning accolades and awards since the restaurant first opened. Ahmed won Santa Fe's Souper Bowl four years in a row, competing against the best chefs in the city. Jambo was voted #1 Best Ethnic/International Restaurant for five years running in the Santa Fe Reporter's annual "Best of Santa Fe" competition and Best Chef in Santa Fe in 2015. A beloved and admired member of the Santa Fe community, Chef Ahmed supports social enterprises such as Gerard's House, Kitchen Angels, The Food Depot, Creativity for Peace, Big Brothers/Big Sisters, St. Elizabeth's Shelter, and ARTFeast. Jambo Café and Chef Ahmed were recently featured in an episode of *Diners, Drive-Ins and Dives*. *The Jambo Café Cookbook: Recipes and Remembrances of My Journey from Africa to America* is Ahmed Obo's first cookbook.

*The Jambo Café Cookbook: Recipes and Remembrances of My Journey from Africa to America* is priced at \$24.95. (ISBN: 978-0-692-56554-4) and is available at Jambo Café and Jambo Imports located at 2010 Cerrillos Road, Santa Fe, NM 87505. Also available at [jamboimports.com](http://jamboimports.com)

**ONLINE RESOURCES:**

[www.jambocafe.net](http://www.jambocafe.net)

[www.jamboimports.com](http://www.jamboimports.com)

Facebook: [www.facebook.com/jambocafesantafe/](http://www.facebook.com/jambocafesantafe/) and [www.facebook.com/jamboimports](http://www.facebook.com/jamboimports)

Twitter: [@jamboSF](https://twitter.com/jamboSF)

###