



diabetes  
in a new *Light*™

## Bobby Deen



Bobby Deen, son of American cooking star Paula Deen, loves his mama's old-fashioned Southern cooking and loves living a well-balanced healthy lifestyle. Taking on the challenge of having it both ways, Bobby and his brother Jamie found ways to make some of their mama's recipes a little lighter. Bobby and Jamie are now bringing diabetes-friendly recipes to the millions of Americans who, like their mother, are living with type 2 diabetes, as they team up with Novo Nordisk on *Diabetes in a New Light*™.

Growing up in a traditional Southern kitchen, self-proclaimed "Georgia Boy" Bobby went to work in that kitchen – his mother Paula's kitchen – when he was 18. And Bobby has been an essential ingredient in the recipe that made his mother an American hospitality and cooking icon. The warmth, humanity and kindness that are so much a part of Paula Deen's persona are family traits that were passed on to Bobby and Jamie. As the family continues to cook, write and effectively welcome the world to sit in the kitchen and be a member of the family, Bobby has his own style, interests and passions. Recently, Bobby began shooting his own show "Not My Mama's Meals," where he develops healthier versions of the traditional foods he grew up on. "Not My Mama's Meals" premiered on the Cooking Channel in early 2012. He still loves traditional Southern foods, but after starting to lift weights, work out and master jujitsu, he's focused on his passion for developing healthier recipes.

After high school, Bobby was the delivery man and an integral part of the now legendary home business that launched Paula Deen on the road to success. Bobby brought "lunch-and-love-in-a-bag" to the customers and the praise and feedback to Paula. The Bag Lady saved Paula and her two young sons from near homelessness. The business would soon grow into a restaurant, called The Lady & Sons.

Bobby Deen was in the front of the house and took care of the customers, leaving his mama to craft recipes that gave The Lady & Sons its first national exposure and enabled the launch of Paula and her family on a trajectory that has made them "The First Family of Food."

With The Lady & Sons firmly established, Bobby and Jamie began appearing to rave reviews on their mother's cooking shows on The Food Network and then launched their own show on the network, "Road Tasted". The success of the program, which had Bobby and Jamie exploring America in search of more examples of love and warmth-infused cooking, began to draw younger people and a new audience to the growing number of Deen family fans in America.

By mid-2011, the Deen brothers had published four books, "The Deen Bros. Cookbook-Recipes From the Road" in 2007, "Y'all Come Eat", released in 2008, "Take It Easy" in 2009 and "Get Fired Up" in 2011. They published four stand-alone magazines in 2010 and have plans for more. They've expanded their efforts with a line of spices, BBQ sauces and t-shirts, all sold at the Paula Deen store.

<http://www.pauladeenstore.com/Search/List/Deen%20Brothers%20Sauces/0/21/1/1/None> )

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