



diabetes  
in a new *Light*™

## Jamie Deen



Jamie Deen, son of American cooking star, restaurateur and entrepreneur Paula Deen, loves his mama's old fashioned Southern cooking but knows that a well-balanced diet is important. So Jamie, together with his brother Bobby, set out to find ways to make some of their mama's recipes a little lighter. Now to help the millions of Americans, like Paula, who are living with type 2 diabetes, Jamie and Bobby are sharing delicious diabetes-friendly recipes as they team up with Novo Nordisk on *Diabetes in a New Light*™.

Jamie Deen, the older of Paula's two sons, was an integral part of the now legendary home business that launched Paula Deen's success, The Bag Lady home and office sandwich delivery service. With his younger brother Bobby, Jamie delivered the "lunch-and-love-in-a-bag" that was the start of Paula's professional cooking career. Jamie brought the food to the customers and the praise and feedback to Paula. The family took the Bag Lady concept – great food, great value and a whole lot of love – and expanded it into one of America's most successful restaurant launches, the opening of The Lady & Sons restaurant in Savannah, Georgia, in 1989, which established the base for the spectacular success of the Deen Family. Jamie's careful attention to the business side freed up his mother 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 one of the most recognized and beloved families in America.

With The Lady & Sons firmly established, Jamie began to explore his own food and cooking interests. Jamie and Bobby 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 Jamie and Bobby 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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Jamie, his wife Brooke and their two children live in Savannah, Georgia. Jamie serves on the boards of the Bethesda Home for Boys and the Coastal America's Second Harvest. He is a sought-after speaker at small business conferences, schools and community outreach programs.