

Biography for George Mateljan

George Mateljan has had a lifelong interest in good food. George remembers his favorite room in the house was the kitchen, where he watched as his mother lovingly spent hours preparing meals for the family. His father, a wholesale food broker, would bring home the finest ingredients, always fresh and wholesome.

From his parents, George learned to appreciate the way each season brought forth its own special foods. In the spring and summer, there were sweet, juicy strawberries, raspberries, apricots and many types of melons. In the fall, there were apples, oranges and sweet potatoes. And in the winter, there were hearty root vegetables such as beets, carrots and potatoes. George's favorite times were the holidays when he helped prepare special festive dishes.

George's continued passion for food sent him to the ends of the earth to study the nutritional benefits of health-promoting foods. He has traveled to 80 countries around the world and experienced cuisines from many cultures renowned for their health and longevity. George has a background in biochemistry and studied French cuisine at the renowned La Varenne cooking school near Paris. In addition, he learned Italian cooking at the Guiliano Bugialli's Cooking School in Florence and he refined his skills at the Gourmet's Oxford in England.

After his culinary excursions, when he arrived in California in the 1960s, George was disappointed that he couldn't find nutritious, tasty and convenient foods for himself and his family. With raves from friends and family about his own recipes which were inspired by his healthful background, he decided to approach area health food stores about selling his meals directly – and customers couldn't get enough. Then in 1970, George founded Health Valley Foods. It was the first company to produce healthy prepared foods in the United States. Health Valley produced hundreds of convenient, enjoyable, delicious products that were packed with nutrition and flavor yet completely free from the white flour, refined sugar, hydrogenated fats, excess salt, chemical preservatives and artificial colors that are standard in highly processed foods. George participated in every aspect of the production at Health Valley and personally created the majority of recipes used in the products.

George was a pioneer in the promotion of organic agriculture in the United States and received the National Nutritional Food's Association's first Presidents Award for his work in the natural foods industry. For twenty-six years, George's company led the way in using safe, truthful, environmentally-friendly packaging and encouraged and supported organic farming; his products were one of the first to use organic ingredients. He was a visionary in his work at Health Valley and his efforts there were groundbreaking in providing this type of quality food to the consumer. Health Valley Foods has since become the gold standard for healthy, tasty, conveniently-prepared foods.

In 1996, George sold Health Valley Foods. His entrepreneurial spirit had inspired a number of companies to produce competitive products in the market. He turned his energy and resources toward helping people make informed decisions about choosing healthier food to prepare and eat at home. Today, George shares his research and knowledge about the “Healthiest Way of Eating” through the not-for-profit George Mateljan Foundation.

For ten years, George worked to create and develop preparation methods and recipes that allow people to enjoy delicious and exciting flavors in easy and affordable ways. The Foundation supports the number one website on 'healthiest foods', www.whfoods.org which has over 5 million visitors a year and is probably the most comprehensive website on healthy eating; it also sends out over one million free Weekly Bulletins each year. The website focuses on the nutrient-rich foods, which George calls the World’s Healthiest Foods. George uses the website to help instruct visitors how to select, store, prepare and enjoy these foods for an optimally healthy lifestyle. And all of this health-promoting information is for FREE!

Over the years, George has published five books that have been read and used by millions of people. His latest book, “The World’s Healthiest Foods,” is a culmination of his travels and personal experiences with achieving vibrant health and energy. This 880 page book contains in-depth information on the techniques, recipes and menus, along with charts and color photographs that helps the reader make healthy eating an enjoyable, practical and cherished experience.

George resides in Kihei, Hawaii and is the father of Michelle and George Jr. He stays in excellent shape by jogging 5 miles every morning and swimming daily. George enjoys working with his Foundation researching healthy foods and their nutritious properties for the website. He loves to stroll the fresh food markets picking out ingredients for his family’s meals and inviting friends over for his famous specialtie

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