

# FIVE MILLION KITCHENS.

The American Kitchen Project helps American families cook real food at home. We translate the 2025-2030 Dietary Guidelines for Americans (HHS / USDA) into household practice: what to keep, what to buy, and what to cook on a working night. Independent, national, and built for the working middle of the country.

## THE NEW FEDERAL PYRAMID, PLAINLY

**Protein, Dairy & Healthy Fats**  
the wide top

**Vegetables & Fruits**  
the wide top, equal importance

**Whole Grains**  
smallest part

## HOW A KITCHEN IS COUNTED

A kitchen is counted when a household joins at [theamericankitchenproject.com](https://theamericankitchenproject.com) and receives three free kitchen tools by email:

- 01 The Pantry Diagnostic**, what to keep, phase out, and replace
- 02 The 30-Minute Shopping Guide**, real food on a real budget
- 03 The 7-Day Starter**, a week of dinners, one evening at a time

Households can go deeper with **Cook the New Pyramid**, a 30-day program with weekly live calls, and a weekly expert-led community with Tuesday Office Hours.

## THE FOUNDER

**Helene Leeds, MS** · Culinary medicine practitioner, thirty years

- Director, Online Programs & Culinary Institute, Hippocrates Health Institute, 2015-2021
- Certified 1,000+ practitioners across 63 countries
- Lifestyle medicine programming, University of Maryland
- Coach to Johns Hopkins physicians
- Forbes Coaches Council, 2020-2024
- MasterChef Season 3 finalist, FOX · Featured in Forbes and The Washington Post

## THREE WAYS TO PARTNER

**COUNT.** Put the kitchens of the people you serve on the count. One link, thirty seconds per household, three free tools in their hands.

**DELIVER.** Bring the free tools to your community through your channels, clinics, classrooms, congregations, workplaces, food banks.

**BUILD.** Co-create programming for a patient population, a workforce, a school, or a membership, taught in plain language, anchored to the plate.

★ **Helene Leeds, MS** · [hello@heleneleeds.com](mailto:hello@heleneleeds.com) · 310-774-1442 · [theamericankitchenproject.com/partners](https://theamericankitchenproject.com/partners)

The American Kitchen Project is an independent civic project. We are not affiliated with, funded by, or endorsed by HHS, USDA, or [realfood.gov](https://realfood.gov), we accept no industry funding, and we do not seek federal endorsement. We credit the Dietary Guidelines for Americans, 2025-2030, as our source framework.



PARTNER WITH  
US