



Alice Choi

Alice is a recipe developer, food blogger and food writer. Her blog, Hip Foodie Mom, focuses on recipes using fresh, local and seasonal ingredients. Alice is a contributing writer and recipe developer for The Kitchn and has a monthly digital cooking segment on The Feed Feed. Her recipes have been featured on Better Homes and Gardens, Williams Sonoma, Parade.com, BuzzFeed.com, TheKitchn.com, People.com, Madison Magazine, Midwest Living, Food Network Magazine and TODAY.com. Alice made her first national television debut on The TODAY Show in April of 2016 and recently appeared on Good Morning America in August of 2017. She lives in Madison, Wisconsin with her husband, Paul, and their two daughters, Phoebe and Madeline.