



CONTACT:
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*****MEDIA ALERT*****

SATURDAY, JUNE 5, 2010

**“FRESH & FRUGAL” CHEF SHOWDOWN PAIRS STUDENT CHEFS WITH
CULINARY CELEBRITY IN “IRON CHEF” INSPIRED COMPETITION**

***Crown Hill Grocery Outlet Hosts 2010 James Beard Winner Chef Jason Wilson and
Student Chefs as They Go Fork-to-Fork to Compete for School Tuition***

- WHO:** 3 students from the [International Culinary Program at the Art Institute of Seattle](#) will have their culinary prowess judged by celebrity judges:
**KOMO 4 Weekend Anchor, Marlee Ginter
**Seattle Magazine food columnist and author, Lorna Yee
**2010 James Beard Award Winner and Crush Executive Chef Jason Hill
**STAR 101.5 radio personality, Jill Taylor.
- WHAT:** Student chefs have **\$20** to spend in Grocery Outlet and less than 3 hours to select ingredients, develop recipes and create a gourmet restaurant inspired meal (entrée, 2 sides + wine) for 4! The winning student chef will receive \$2,000 towards school tuition, 2nd and 3rd place will receive \$700 and \$300 respectively. The event is **free** and open to the public. There will be live entertainment, tastings and book signings.
- WHEN:** **Saturday, June 5, 1 p.m. - 3 p.m.**
- 1:00 pm – 1:45 pm: Chefs shop in-store, check-out and prepare recipes
 - 2:00 pm – 2:40 pm: Chefs Showdown!
 - 2:40 pm: Chefs plate food and pair wine selection for judges
 - 2:55 pm: Announcement of winners!
- WHERE:** Crown Hill Grocery Outlet, 8700 15th Avenue NW, Seattle WA 98117
- INTERVIEW:** * Art Institute of Seattle student culinary chefs (B-roll opportunities as they shop, build recipes and cook their gourmet inspired meals)
- OPPORTUNITIES** * Grocery Outlet representatives and patrons
* Marlee Ginter of KOMO 4

“Fresh and Frugal”2



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- * Chef Jason Hill (2010 James Beard Award Winner) of Crush
- * Lorna Yee, Food Columnist with **Seattle Magazine** and co-author of the brand-new book, **The Newlywed Kitchen**
- * Jill Taylor, Midday radio personality on KPLZ-FM 101.5

****MEDIA ENCOURAGED TO ATTEND AND COVER EVENT****

Media RSVP's please contact: Peyton Robertson, 858.382.4922, peyton@baybirdinc.com

ABOUT GROCERY OUTLET:

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 137 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, fresh vitamins, household products, toys and gifts. A third-generation family-led company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally-based families. For more information, please visit www.groceryoutlet.com

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