



THE BITE OF OREGON

LIFE TASTES BETTER HERE

Presented by
Amica
AUTO HOME LIFE

For Immediate Release
July 2011

Contact: Terry Amato 503.968.3400
Patty Brandts 503.248.0600 x17

Celebrity Chefs, Gourmet Demos, And Souped-Up Cooking Competitions Make For Non-stop Fun At The Bite 2011

Portland, OR -- For the weekend of August 12th through the 14th the most delicious entertainment in the state will be on display on a single stage. Sysco's Oregon Chef Stage at the 2011 Bite will feature a television celebrity chef, some of Oregon's finest culinary masters, and a variety of cooking competitions, including the popular Iron Chef Oregon cook-off to determine which chef bears the coveted title for the next year.

Heading the list of famous chefs is Bob Blumer, creator and host of two award-winning programs that air on The Food Channel and a seven time Guinness World Record holder. On the TV show *Surreal Gourmet* Blumer transforms common ingredients into wow-inspiring dishes through whimsical presentations and unusual cooking methods that have become his trademark.

On *Glutton for Punishment* he channels his passion for food and his natural competitiveness into a series of culinary adventures. In the most recent season of the show, Blumer successfully attempted to break or establish six food-related *Guinness World Records*. Among his records are: Most pancakes flipped in an hour (559), largest bowl of salsa (2574 lbs.), most eggs cracked with one hand in an hour (2069), and fastest time to peel 50 lbs. of onions (2 minutes: 39 seconds).

Blumer will be appearing Friday, Saturday, and Sunday on Sysco's Oregon Chef's Stage. Check www.biteoforegon.com for the schedule.

Other celebrity chefs will include reality TV star Amy Rolof, and rising star from the Oregon Coast, Chef John Newman.

Few things are as fun to watch as a spirited cooking competition. This year's line-up on Sysco's Oregon Chef's Stage will feature several new and different contests where professional and amateur chefs get into the act. And even kids are featured with Zis Boom Bah, a culinary competition in which kids assist local chefs in a head-to-head contest and then participate as the judges. ZisBoomBah is a unique company dedicated to empowering children between the ages of 5 and 13 and their families' with the right online tools to make healthy living achievable.

Of course, the 6th Annual Iron Chef Oregon is the premier culinary competition featuring some of Oregon's finest chefs battling for supremacy in a playoff-type contest. Each chef will have an identical kitchen, tools and pantry, and thirty minutes to plan, prepare and plate a delectable entrée. Each chef will have no idea what the "secret ingredient" is until it is unveiled at the beginning of the competition for all to see. The secret ingredient must be used in preparing the dish. The chefs will race the clock and each other to create a masterpiece on stage in front of the audience, commentators and a three-judge panel. Oregon grown and raised specialties will be featured in identical pantries the chefs will have available for their use during the competition. At the end of the thirty minute competition, the chefs will present their creations to each judge. Iron Chef Oregon competitors will include 2010 ICO winner, Gabriel Gil, from Rabbit Bistro in Eugene in addition to the winners of Iron Chef Eugene, Iron Chef Bend, and Iron Chef Portland. Those local champions have not been selected as of this writing.

How about getting two chefs who normally work together to go head-to-head? Sysco's *Foodie Fight: Clash of the Kitchen Titans* will pit Chef Mark Bernetich against Chef Kenny Morgan in a kitchen co-worker grudge match. Both chefs work for Sysco Portland – longtime Bite of Oregon sponsor and partner -and specialize in helping customers build and improve their menus. But for this contest, they'll be competing against each other, each with kitchen help from a Special Olympics Oregon

athlete acting as their Sous chef. They'll work over one of two gas stoves on the Chef's Stage for 30 minutes and then let the public decide who wins this fight!

We know the US military is the finest in the world. But what about its "cuisine" for our troops? Can Army chefs compete with those who work in fine restaurants? The *Military Throwdown* will feature Army Green versus Chef's White. Staff Sergeant Christopher J. Prew and Sergeant Justin E. Moore from Oregon Army National Guard have issued a "throwdown" to Chefs Adam Kaplan (formerly with Genoa) and Tamer Riad. They'll have thirty minutes to plan, prepare, and plate an entree for a three-judge panel of experts of which includes an Army National Guard general! The Bite honors our armed forces of today and those veterans that have served our nation in the past.

Besides the Foodie Fight and Military Throwdown, other new cooking competitions throughout the weekend are the Hot Shot Cook-Off (amateur chefs who think they have what it takes to dual spatulas with the pros) and the Big Bite Frost-Off cake decorating event.

The Bite of Oregon, burst onto the Portland event scene in 1984, and has introduced hundreds of the latest dishes from new and well-known restaurants, helped establish the popularity of the Oregon wine industry, and, most importantly, has raised needed dollars for Special Olympics Oregon. This year, Special Olympics Oregon encourages food, beverage and fun lovers to come and enjoy this always-improving Oregon summer tradition!

#