



THE BITE OF OREGON

LIFE TASTES BETTER HERE



For Immediate Release
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The Bite of Oregon Kicks-off Year 28 with Momentum and a New Presenting Sponsor – August 12-14, 2011

Oregon's top culinary showcase, the Bite of Oregon - now in its 28th year - follows a successful 2010 with a new 2011 presenting sponsor – Amica Insurance. An expected gathering of nearly 50,000 foodies, Oregon wine, and Oregon craft beer lovers will descend on Portland's Waterfront Park August 12th through 14th to experience some of the best that Oregon offers.

The 2011 Bite promises to build on the popular new additions that debuted at last summer's event: the Oregon Dessert Pavilion presented by Boyds Coffee, Portland Food Cart Cuisine, the Gerry Frank's Oregon Chef's Table presented by The Oregonian and Kids' Fair. Important mainstay features return including the very popular Iron Chef Oregon competitions presented by NW Natural, the expanded Sysco's Oregon Chef Stage, the popular Oregon Craft Beer Gardens featuring greater selection, continuous music and entertainment, and one of the largest Oregon wine tastings in the state in the MIX Wine Pavilion.

Debuting in 2011 is a brand new area called Sustainable Oregon, presented by Recology Portland, which features some of the state's best "green" options. Oregon is quickly becoming known as one of the top green cities in America.

"It is with great pleasure that Amica signs on as presenting sponsor of the Bite of Oregon," said Laurie Wallace, Amica manager. "We are committed to the good works of Special Olympics and the dedication of

the aspiring athletes. Having a presence in Oregon since 1956, Amica is excited to reach beyond the office and spend three days on the beautiful waterfront in support of this worthy event."

"Special Olympics Oregon welcomes Amica Insurance to our family of Bite sponsorship partners," Bite of Oregon, General Manager, Patty Brandts stated recently. "Amica Insurance was a great addition to the Bite in 2010. We welcome them back to the Bite in 2011 and are thrilled to feature them as our presenting sponsor."

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!

What: 28th Annual Bite of Oregon presented by Amica Insurance
– *Life Tastes Better Here*

When: August 12 – 14, 2011, **FRI, Aug 12, 2011** – 11am-10pm •
SAT, Aug 13, 2011 – 11am-10pm • **SUN, Aug 14, 2011** – 10am-8pm

Where: Tom McCall Waterfront Park: Portland, Oregon

Who: Oregon Restaurants and featured Chefs, over 120 menu items, over 25 Oregon wineries, celebrity chef's, over 30 flavors of Oregon craft beer, 2 entertainment stages, Iron Chef Oregon Competitions, Oregon Chef's Stage, Oregon's Chef Table, Dessert Pavilion, Portland Food Cart Cuisine, and much more.

Why: Benefits Special Olympics Oregon

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