

THE AIWF D/FW CHAPTER - XIX ANNUAL CAESAR SALAD COMPETITION

WHO: 10 RENOWNED DALLAS CHEFS

ANDRÉ NATERA	<i>Pyramid Restaurant, Fairmont Hotel</i>
BRUNO DAVAILLON	<i>Mansion Restaurant, Rosewood Mansion on Turtle Creek</i>
DANIEL NEMEC	<i>Woodfire by Kirby's</i>
DAVID SMITH	<i>Westin Galleria</i>
ERIC DREYER	<i>Fearing's Restaurant, Ritz Carlton</i>
JASON SKINNER	<i>Loft 610 Restaurant</i>
JEAN MARIE CADOT	<i>Cadot Restaurant</i>
SALVATORE GISELLU	<i>Urban Crust Restaurant</i>
SONNY PACHE	<i>Ocean Prime Restaurant</i>
TIFFANY DERRY	<i>Go Fish Ocean Club Restaurant</i>

800+ CAESAR SALAD LOVERS – WHO ARE OUR JUDGES

WHAT: THE XIX ANNUAL CAESAR SALAD COMPETITION

- The **CAESAR SALAD COMPETITION** is the annual fundraiser of the D/FW Chapter of the American Institute of Wine and Food (AIWF). Proceeds from the event are channeled back into the D/FW community to support educational programs which include 'Days of Taste®', contributions to the North Texas Food Bank and the Lena Pope Home, and scholarships to aspiring culinary students and culinary professionals.
- A festive and gustatory competition for local Caesar salad lovers.
- A Silent Auction.
- A Live Auction.
- "A party with a purpose!" and It puts the "fun" into fundraising!"

WHERE: Union Station • 400 S. Houston Street • Dallas, Texas • 75202

WHEN: Sunday, October 24, 2010 • 4: 30 P.M. – 8: 30 P.M

WHY: To Fund the AIWF D/FW Chapter's Signature Programs:

- 'DAYS OF TASTE®'

This community event is hosted at the Dallas Farmers Market. It educates Dallas Independent School District 4th and 5th graders on the origins of their food: how food weaves its way daily from farm to table. Students are introduced to concepts of healthy eating. They explore and compare the nuances of taste - sweet, sour, bitter and salty - while a volunteer chef guides them through that experience. It brings them face-to-face with local farmers, and provides the opportunity to discover the wealth and variety of foods on-site. Students even prepare a salad with produce they purchase at the Dallas Farmers Market.

The 'Days of Taste®' experience involves DFW chefs, growers/producers, partners and AIWF volunteers who dedicate their time and knowledge to educate students, many of whom have never tasted fresh herbs, fresh cheeses or fresh honey.

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The AIWF DFW/Chapter hosts 800 students at this signature event - more than any AIWF chapter. For two weeks each spring and two weeks each fall, students and volunteers alike experience this amazing interaction at the Dallas Farmers Market.

AIWF 'Days of Taste®' was recognized at the White House on June 4, 2010. The 'Days of Taste®' National Chair, select AIWF award-winning chefs and AIWF chef members were invited to participate in First Lady Michelle Obama's launch of "Chefs Move to Schools Program." The event took place on the White House lawn.

A full account of this extraordinary recognition of AIWF's 'Days of Taste®' is found in AIWF's national publication, SAVOR MAGAZINE. See the article at www.AIWF.org or <http://flipflashpages.uniflip.com/2/23722/61939/pub/index.html>.

Joanne Bondy, Executive Chef at The Old Hickory Steakhouse, sums it up best:

"Old McDonald had a farm - not a drive-through."

□ THE AIWF/CHEF SEVY (JIM SEVERSON OF SEVY'S GRILL) ENDOWMENT FUND

□ RESTAURANT WEEK

The AIWF D/FW Chapter partners with KRLD Radio and is a sponsor of its *KRLD Restaurant Week* through the "AIWF D/FW Chapter Wine and Food Pairing Contest." KRLD Restaurant Week is a charitable event that features participating restaurants that expand their fare to include a three-course menu at the remarkably reduced price of \$35.00. The restaurant donates seven dollars of that cost to the North Texas Food Bank and to the Lena Pope Home, an organization which provides therapeutic foster care, alternative education and family preservation programs.

□ VARIOUS SCHOLARSHIP PROGRAMS FOR CHEF DEVELOPMENT.

□ CONTRIBUTIONS TO CULINARY INSTITUTE OF AMERICA AT GREYSTONE, NAPA, CALIFORNIA

□ CONTRIBUTIONS TO LOCAL CULINARY INSTITUTES.

AIWF INFORMATION:

The American Institute of Wine & Food, a 501(c)(3) non-profit organization and public charity, was founded on the premise that gastronomy is essential to the quality of human existence. Established in 1981 by the late Robert Mondavi, the late Julia Child, the late Richard Graff and others, AIWF provides a forum for the study and enjoyment of gastronomy.

It is one of few national organizations uniquely comprised of both wine and food enthusiasts on the one hand, and industry professionals - renowned chefs, winemakers, authors, culinary historians, and food producers - on the other. AIWF has 27 chapters with over 4,000

members. AIWF D/FW Chapter has 400+ members. To date, over \$100K+ has been awarded in scholarships. 'Days of Taste®' is AIWF's national, discovery-based program. It is modeled after a French program "Journée de Goût," which translates as 'Days of Taste.'

HAIL CAESAR!