

CHOW CHOW

AN ASHEVILLE CULINARY EVENT SERIES



FRIENDS OF CHOW CHOW 2022



VISION & OVERVIEW

As a 501(C)3 non-profit, the mission of Chow Chow Asheville is to celebrate and enrich the unique foodways of the Southern Appalachian region.

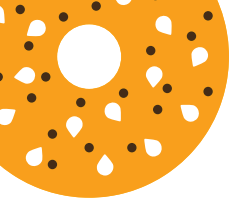
As makers, chefs, artists, and farmers our vision is an equitable and thriving regional food system, where culinary and creative enterprise are central to community identity and resilience.

Pillars of Our Work:

Creating immersive shared experiences to cultivate understanding of our region.

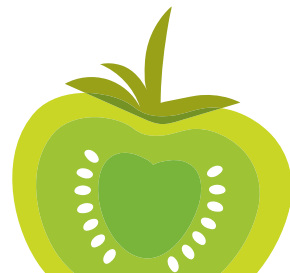
Providing a platform to amplify voices in our community working to sustain and strengthen our foodways.

Celebrating and invigorating our local food sources and opportunities for creative enterprise.



OUR VALUES

- We believe in catalyzing the powerful potential between local creative makers and the communities these makers serve.
- We strive to recognize the cultures and traditions of our region's diverse food and agricultural heritage.
- We advocate for thriving local food sources.
- We acknowledge and embrace the interdependency we share.
- We champion the collective contributions of our local creative economy.
- We celebrate justly through bringing people together, lifting up community voices, and raising awareness of and within our unique corner of Southern Appalachia.
- We commit to providing immersive experiences that broaden our understanding of one another.



BOARD OF DIRECTORS

2022 BOARD MEMBERS:

Gene Ettison,
Chief Visionary Officer,
The Ettison Investment
Group

*John Fleer,
Chef, Owner, Rhubarb,
The Rhu, Benne on Eagle

Murphy Horne Fletcher,
Attorney, McGuire,
Wood & Bisette Law
Firm

Steven Goff,
Executive Chef, Jargon
Restarant

Lexie Harvey,
Founder, Cordial & Craft

Anya Inochkina,
CPA, Berdon
Accountants
& Advisors

Meredith Leigh,
Author and Consultant

Rhea Lidowski,
Marketing Coordinator,
Chemist Spirits

Caitlin McMahon,
SVP Supply Chain,
Tupelo Honey Hospitality

Joel Mowrey, Owner,
Smoking J's Fiery Foods

Neomi Negron, Owner,
Buggy Pops

Kyle Pedersen,
Marketing Director,
Wicked Weed Brewing

*Peter Pollay,
Co-Founder, Executive
Chef, Mandara
Hospitality Group

*Vanessa Salomo,
Co-Owner, Business
Development, Corner
Kitchen, Chestnut

*Elizabeth Sims,
Owner, Elizabeth Sims
Consulting

*Jael Skeffington,
Co-Founder, CEO,
French Broad Chocolate

Jen Swanson,
Communications
Consultant

Justin Thompson,
Communications
Manager, Mountain
BizWorks

*Founding Board Members

BOARD OF DIRECTORS

PAST BOARD MEMBERS:

*Jane Anderson,
Executive Director, AIR

*Kevin Barnes, Owner,
Ultimate Ice Cream

Brandy Bourne, Owner,
*The Big Crafty and
Horse + Hero*

*Katie Button,
*Co-Founder, CEO, Katie
Button Restaurants*

*Aaron Grier, Co-
Owner, *Gaining Ground
Farm*

*Charlie Hodge, Owner,
Sovereign Remedies

*Meherwan Irani, Chef/.
*CEO/Co-Founder, Chai
Pani Restaurant Group &
Spicewalla*

*Connie Matisse (she/
her), CEO and Co-
Founder, *East Fork*

*Jessica Reiser,
*Co-Founder, CEO,
Burial Beer Co.,
Forestry Camp Bar and
Restaurant*

*Dodie Stephens,
*Director of
Communications, Explore
Asheville*

*Adrian Vassallo, *DHG
Wealth Advisors*

*Mike Tiano,
*Co-Owner, Haw River
Wine Man*

*Marilyn Zapf,
*Assistant Director and
Curator, Center for Craft*

*Founding Board
Members

CHOW



CHOW

2021 CHEF HIGHLIGHTS



J Chong



**Annie
Pettry**



**Travis
Milton**



**Patty
Saenz**



**Steven
Goff**



**Ashleigh
Shanti**



**Lynn
Wells**



**Jeremy
Salig**



**Eric
Morris**



**Greg
Collier**



**Beth
Kellerhals**



**Luis
Martinez**

Mike Achberger
Michel Baudouin
Michelle Bailey
Katie Button

Brian Canipelli
Sujitra "May"
Chubthaisong
Silver Cousler

Camille Cogswell &
Andrew Ditomo
Brian Crow
Susannah Gebhart

Cleophus Hethington
Austin Inselmann
Hominy Farm
Andrew McLeod

Naomi Mikami
Antonio Perez
Suzy Phillips
Hector Revilla

Clarence Robinson
Joe Scully
Jamie Turner
Jill Wasilewski

OVER 80 2021 PARTICIPATING CHEFS!

2021 SPEAKER HIGHLIGHTS



**Tamarya
Sims**



**William
Dissen**



**"Pork" Rhyne
Cureton**



**Adrian
Parra**



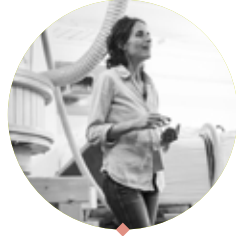
**Cleaster
Cotton**



**Meg
Chamberlain**



**Meherwan
Irani**



**Jennifer
Lapidus**



**Tyson
Sampson**



**Marianne
Martinez**



**Safi Martin
DeWayne Barton**



**Laura
Lengnick**

Kim Bailey
Dave Bauer
Ale Sharpton
Claude Coleman, Jr.

Sergio Fernandez
Tracey
Greene-Washington
April Jones

Jeff Kaplan
Joe Kato
Meredith Leigh
Andrew Magazine

Brent Manning
Craig Mauney
Al Murray
Priscilla Robinson

Susi Gott Seguret
Honey Simone
Jael Skeffington
Chris Smith

Phyllis Stiles
Amy Walker
Bill Whipple
Sebastian Wolfrum

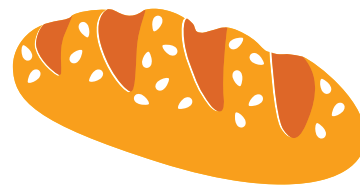
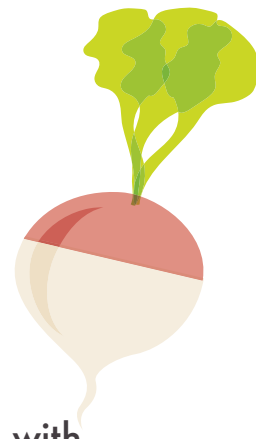
OVER 60 2021 PARTICIPATING SPEAKERS!





SUMMER OF CHOW CHOW 2021 EVENTS

- Appalachian Pride Brunch
- Sobremesa
- Pollinating Metamorphosis
- Great Grains
- A Find Dining Experience
- The Grass is Greener
- Paella Cook-Along with Chef Katie Button (virtual)
- Container Gardening (virtual)
- Out of the Box: CSA Challenge
- Trial to Table
- Embroidered Napkins (virtual)
- Fermentation Feast
- Carbon Harvest
- Diaspora
- Forest as Farm
- Sustainable Waters
- Root to Bloom
- Farmers Market Cook-Along with Chef J Chong (virtual)
- Recipes from Rabbit's Motel
- Burton St Garden Gathering
- Food Stories



THANK YOU TO OUR 2021 FRIENDS OF CHOW CHOW

CHEF LEVEL

RICK & DENISE GUTHY

SOUS CHEF LEVEL

TOM & JACKIE BLANTON
JOE & JANICE BRUMIT
TIM GILLESPIE

KEVIN NAYLOR
CHERYL NEWMAN & CHARLEY WISE

MIXOLOGIST/SOMMELIER LEVEL

DIXON HUGHES GOODMAN
JOE & NANCY DEPIPPA

KEN NELSON & JULIE HETTIGER
BOB & KATHY RAUCH

CONNOISSEUR LEVEL

BARBARA BENISCH & JACQUE ALLEN
DENISE KIERNAN
GOULD KILLIAN CPA GROUP PA
JOHNSON PRICE SPRINKLE PA
KIM MCGUIRE & JIM SAMSEL
KAREN & ROBERT MILNES

LEAH B. NOEL, CPA, PC
ROBERT TODD & WREN LONDON - RED HOUSE
ARCHITECTURE
LAURA WEBB & JOHN HOSKINS
PAMELA WINKLER

SUPPORTING LEVEL

ALFIE LOANS

We appreciate your consideration to support Chow Chow: An Asheville Culinary Event Series. Chow Chow is a celebration of the unique foodways of our Southern Appalachian region.

The people and businesses of our creative economy have been deeply affected by the pandemic. We are also in an environment where an overdue reckoning around social and racial justice is dramatically shifting our societal views and values. We are hopeful that these events will ultimately lead us to a better world and more purposeful lives.

We are focusing on the mission and vision of Chow Chow with purpose and intention as we plan for 2022. We recognize this is a time to listen and learn, to work more diligently towards our goals for equity and inclusivity while we continue to celebrate Asheville and economically support its larger creative community of farmers, restaurants, chefs, producers, makers and artisans.

As a sponsor of Chow Chow your commitment will be vital as we create dynamic and meaningful 2022 programming. We know you join us in believing that our culinary and creative makers are essential to the vibrancy of our region. Your support will ensure our ability to celebrate and enrich our unique community of makers, each adding singular ingredients to our region's recipe for culinary and artistic identity.

Best regards,

Rebecca Lynch

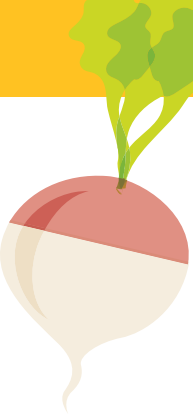
Executive Director
& the Chow Chow
Board of Directors





CHOW CHOW 2022

THE SUMMER OF CHOW CHOW RETURNS
JUNE 23-26, AUGUST 4-7, SEPTEMBER 8-11



THREE WEEKENDS OF EVENTS & PROGRAMS TO SATISFY EVERY APPETITE

We are excited for the return of the Summer of Chow Chow in 2022! With three weekends of culinary events, June 23-26, August 4-7, September 8-11, you will have the opportunity to gather with us around the table all summer long. Our schedule of 2022 programming will include fun, delicious, immersive, meaningful, and educational events that celebrate and enrich the unique foodways of Southern Appalachia, while fostering dialogue about issues that impact our community including racial justice, climate change, and food justice.

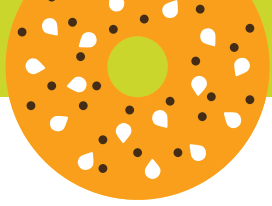


Join us and celebrate at a variety of flights & bites tasting events, five course dinners, workshops, and more! 3,500-4,500 total estimated attendees.

We look forward to coming together and building community around enriching experiences and conversations exploring our shared humanity.

Events will be held following all guidelines issued by state and local governments.





FRIENDS OF CHOW CHOW 2022

We invite you to join us at the table in 2022!



CHEF LEVEL: \$10,000

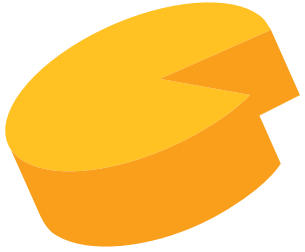
- Private dinner for 8 guests, prepared in your home by a leading Asheville chef, with beverage pairings
- Tickets: 2 tickets to a Flights & Bites Event, 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Tickets (8 total)
- \$7,500 of your donation is tax deductible
- + **Standard Benefits**
 - First access to purchase additional tickets
 - VIP Bag and recognition on website

SOUS CHEF LEVEL: \$5,000

- Private lunch or dinner for 6 guests at a leading Asheville restaurant
- Tickets: 2 tickets to a Flights & Bites Event OR 2 tickets to a Food for Thought Event, 2 Opening Party Tickets, 2 Closing Party Tickets (6 total)
- \$3,500 of your donation is tax deductible
- + **Standard Benefits**
 - First access to purchase additional tickets
 - VIP Bag and recognition on website

For more information or to join Friends of Chow Chow, please contact Rebecca Lynch, Executive Director at rlynch@chowchowasheville.com.





FRIENDS OF CHOW CHOW 2022

We invite you to join us at the table in 2022!

MIXOLOGIST/SOMMELIER LEVEL: \$2,500

- Private cocktail lesson or wine tasting for 4 at a leading Asheville restaurant/bar
- Tickets: 2 Workshop Tickets, 2 Opening Party Tickets, 2 Closing Party Tickets (6 total)
- \$1,500 of your donation is tax deductible
- + **Standard Benefits**
- First access to purchase additional tickets
- VIP Bag and recognition on website

GOURMET LEVEL: \$500

- Tickets: 2 Opening Party Tickets OR 2 Closing Party Invites (2 Total)
- \$350 of your donation is tax deductible
- + **Standard Benefits**
- First access to purchase additional tickets
- VIP Bag and recognition on website

CONNOISSEUR LEVEL: \$1,000

- Tickets: 2 Opening Party Tickets AND 2 Closing Party Invites (4 Total)
- \$750 of your donation is tax deductible
- + **Standard Benefits**
- First access to purchase additional tickets
- VIP Bag and recognition on website



For more information or to join Friends of Chow Chow, please contact Rebecca Lynch, Executive Director at rlynch@chowchowasheville.com.





CONTACT

REBECCA LYNCH
Executive Director

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RLYNCH@CHOWCHOWASHEVILLE.COM

CHOWCHOWASHEVILLE.COM



CHOW

Brochure Design: Atlas Branding
Photography: Tim Robison, Stephan Pruitt, Fiasco Pictures, Get Savvy, LifeofLindsey



CHOW