

AN ASHEVILLE



CULINARY EVENT SERIES

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CHOW CHOW RETURNS WITH THREE WEEKENDS OF IMMERSIVE CULINARY EVENTS

Chow Chow: A Culinary Event Series in Asheville, North Carolina is thrilled to announce the return of its programming in an all-new format for 2022. Locals and visitors can join Chow Chow throughout the summer for workshops, dinners, demonstrations, thought-provoking discussions and more during three weekends of events running June 23-26, August 4-7, and September 8-11. Tickets will launch on April 15 for this year's programming of fun, delicious, immersive and educational events that celebrate and enrich the unique foodways of Southern Appalachia while fostering dialogue about community issues including racial justice, climate change and food justice.

"In just a few weeks, we look forward to announcing how the Chow Chow 2022 culinary event series supports our vision in fostering an equitable and thriving regional food system in Southern Appalachia," says Chow Chow Executive Director Rebecca Lynch. "Our hope for the upcoming summer of Chow Chow is that it will showcase culinary and maker talent through entertaining, interactive events while providing a platform for meaningful dialogue around issues impacting our community and neighbors, such as mental health and sustainable food systems."

Building on the success of the Summer of Chow Chow 2021, programming for 2022 will feature over 100 chefs, as well as a wide variety of craft beverage producers, regional farmers, artists, makers and community thought leaders. The 2022 participants represent an extraordinary group of small businesses, non-profits and individuals that make up the Southern Appalachia community.

AMPLIFYING SOUTHERN APPALACHIA

As a 501(c)3 educational non-profit, Chow Chow offers immersive culinary experiences that cultivate a rich understanding of the beloved Southern Appalachia region. This year's culinary event series will include a roster of exciting additions such as the Sunday Supper Series. On Sunday evenings of each event weekend, locals and out-of-town visitors will gather to enjoy handcrafted meals designed by different chefs. The series of memorable, community-driven meals will include thoughtful discussion by leaders in the community working to address issues of food insecurity, housing and water justice. Honoring the organization's mission of inclusivity, these Sunday gatherings will be family-friendly ticketed events that are free of charge and invite members of the community to join around the table together. Donations are encouraged to help further support Chow Chow's mission for years to come.

"Despite being a small mountain town, Asheville is known as a burgeoning culinary destination and Chow Chow allows us to showcase the diverse chef and maker talent of our region," says John Fler, Chow Chow founding board member and chef and owner of Rhubarb, The Rhu and Benne on Eagle. "Each year, these events offer an opportunity to celebrate our community on a national stage and we look forward to welcoming new and returning participants for this year's events."

In addition to the Sunday Supper series, Chow Chow 2022 offers a wide range of food and beverage programming, from an Appalachian Homemade Wine seminar to celebratory events that dive deep into Southern Appalachian heritage and culture including a "Food As Medicine" seated dinner, the "Entrepreneurs of Color" cocktail-style event, PRIDE brunch, pie workshops and more.

The full schedule and tickets will be available on April 15, 2022, at chowchowasheville.com. Outside of the Sunday Supper Series, attendees must be 21 years old or older to participate in Chow Chow events.

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ABOUT CHOW CHOW

Chow Chow spans three weekends this summer—June 23-26, August 4-7, and September 8-11—allowing participants to gather around the table throughout the season. As a 501(c)3 educational non-profit, the mission of Chow Chow Asheville is to celebrate the dynamic creativity of the region and the unique foodways of Southern Appalachia. Backed by makers, chefs, artists, farmers and business owners, the vision is an equitable and thriving regional food system, where culinary and creative enterprise are central to community identity and resilience. The culinary event series welcomes the collective sum of differences, life experiences, knowledge, self-expression and talent that the makers and guests bring to Chow Chow.

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