

CHOW CHOW

AN ASHEVILLE CULINARY EVENT SERIES



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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.

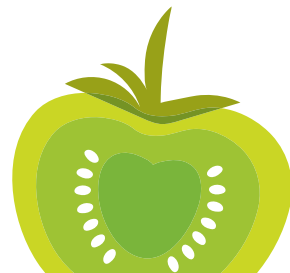
Providing a platform to amplify voices in our community working to sustain and strengthen our foodways.

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

PRESIDENT:

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

VICE PRESIDENT:

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

TREASURER:

Jean-Paul Lausell,
Founder, Zenbellum

SECRETARY:

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

PAST PRESIDENT:

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

BOARD MEMBERS:

Gene Ettison,
Chief Visionary Officer,
The Ettison Investment
Group

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

Meredith Leigh,
Author and Consultant

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

Mike Tiano,
Co-Owner, Haw River
Wine Man

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

Aaron Grier,
Owner, Gaining Ground
Farm

Kyle Pedersen,
Marketing Director,
Wicked Weed Brewing

Jen Swanson,
Communications
Consultant

Marilyn Zapf,
Assistant Director and
Curator, Center for Craft

2019 TALENT HIGHLIGHTS



**Ashley
Christensen**



**Annie
Pettry**



**Travis
Milton**



**Cassidee
Dabney**



**Graham
House**



**Ashleigh
Shanti**



**Cheetie
Kumar**



**Vivian
Howard**



**Jose
Andres**



**Sam
Jones**



**Emma
Allen**



**Ashley
English**

Anthony Cerrato
Ashley Capps
Brian Canipelli
Bryan King

Carolyn & Jason Roy
Carson Lucci
Charles Lee

Eric Burleson
Elliott Moss
Gary Crunkleton
Jacob Sessoms

Jennifer Lapidus
Joe Scully
Josiah McGaughey

Matthew Dawes
Patrick O'Cain
Reza Setayesh
Richard Neal

Steven Goff
Susannah Gebhart
William Dissen

ALONG WITH OVER 300 OTHER CHEFS AND MAKERS!

CHOW



CHOW

2019 SEMINARS & WORKSHOPS

20 INTERACTIVE, EDUCATIONAL SEMINARS & WORKSHOPS

- Life of an Apple Pie Seminar
- Gin Up: Distilling Mountain Botanicals Seminar
- Cheesing Around Seminar
- Spill the Coffee Beans Seminar
- Beer, Wine, Vermouth, And Spirits: The Collaborative Nature Seminar
- Beer Cocktail (Making) Hour Seminar
- The Art of Blending Wine with Biltmore Wines Seminar
- Waste Not, Dye Au Nature Seminar
- Rolling in the Biscuit Dough Seminar
- Behind the Bean: From Cacao To Chocolate Seminar
- Flour Power: Farmers-Millersbakers Unite Seminar
- Set a Seasonal Table Seminar
- Flights of Tea Seminar
- History on the Rocks Seminar
- In A Funk: The Magic Of Fermentation Seminar
- Ingenuity In Your Glass And On Your Plate Seminar
- The Wild World of Fermented Food & Beer Seminar
- Sustainable Wine, Uncorked Seminar

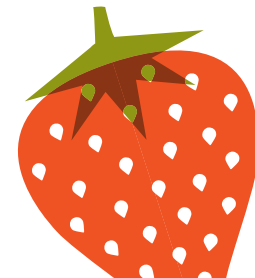




2019 SIGNATURE EVENTS



- Noble Dirt Brunch
- Fairview Farm Trot
- Biltmore's Bounty
- Clay Bake
- LaZoom Tour
- Forage + Feast
- Mountain Top Soiree Opening Party
- Chow Time Closing Party
- Cacao, Confections & Cocktails
- Fire It Up
- Plant All Mighty
- Follow the Barrel
- Appalachian Soul Food
- Sips & Sun Salutations



On behalf of the Board of Directors, we appreciate your consideration to support Chow Chow: An Asheville Culinary Event. 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 and will need support for a resilient recovery. 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.

Within that context, we are focusing on the mission and vision of Chow Chow with purpose and intention as we plan for 2021. 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 2021 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,

Jess Reiser

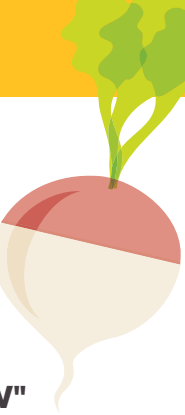
& the Chow Chow
Board of Directors





CHOW CHOW 2021

A SUMMER OF CHOW CHOW



**REIMAGINED FOR 2021, WE ARE EXCITED TO PRESENT "A SUMMER OF CHOW CHOW"
JULY - SEPTEMBER, 2021**

THREE MONTHS OF EVENTS & PROGRAMS TO SATISFY EVERY APPETITE

Rather than one weekend, Chow Chow 2021 will celebrate all summer long with 19 immersive and educational Signature Events and a Virtual Series of 10 classes, demos, tastings and more. This summer event series is designed with our community's health and safety as a priority - Signature Events will be held in outdoor or spacious indoor venues with limited capacity. Events will be held following all guidelines issued by state and local governments.

Chow Chow 2021 programs and events will explore such themes as racial justice, climate resilience, and food justice. We look forward to coming together around the table for enriching experiences and conversations exploring our shared humanity.



FRIENDS OF CHOW CHOW 2021

We invite you to join us at the table in 2021! In recognition of your support of Chow Chow, we are offering exclusive Friends benefits to intimately engage you with our culinary community.



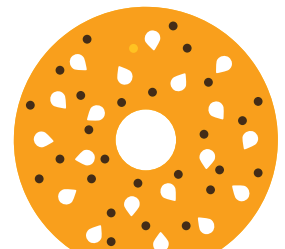
CHEF LEVEL: \$10,000

- Private dinner for 8 guests, prepared in your home by a leading Asheville chef, with beverage pairings
- 4 Tickets to a Signature Event of your choice
- 4 Tickets to a Virtual Series Program of your choice
- First access to purchase additional tickets
- VIP Bag and recognition on website
- Portion of your donation is tax deductible

SOUS CHEF LEVEL: \$5,000

- Private cooking demonstration and lunch for 6 guests at a leading Asheville restaurant
- 2 Tickets to a Signature Event of your choice
- 2 Tickets to a Virtual Series Program of your choice
- First access to purchase additional tickets
- VIP Bag and recognition on website
- Portion of your donation is tax deductible

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



FRIENDS OF CHOW CHOW 2021

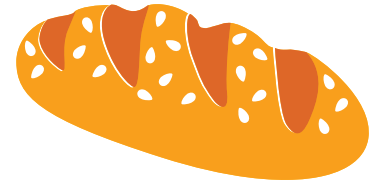
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MIXOLOGIST/SOMMELIER LEVEL: \$2,500

- Private cocktail lesson or wine tasting for 4 at a leading Asheville restaurant/bar
- 2 Tickets to a Signature Event of your choice
- 2 Tickets to a Virtual Series Program of your choice
- First access to purchase additional tickets
- VIP Bag and recognition on website
- Portion of your donation is tax deductible

CONNOISSEUR LEVEL: \$1,000

- 2 Tickets to a Signature Event of your choice
- 2 Tickets to a Virtual Series Program of your choice
- First access to purchase additional tickets
- VIP Bag and recognition on website
- Portion of your donation is tax deductible



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CONTACT

REBECCA LYNCH
Executive Director

828-335-8903

RLYNCH@CHOWCHOWASHEVILLE.COM

CHOWCHOWASHEVILLE.COM



A group of people are seated at a long table in a restaurant or bar. They are smiling and clinking glasses of iced tea. The scene is warm and social, with many people in the background. The text "THANK YOU!" is overlaid in the center of the image.

THANK YOU!