



Chow Chow: An Asheville Culinary Event Announces Ticket Sales Launch
Inaugural Festival Reveals Signature Event Lineup, Presenting Sponsor & Website

April 8, 2019—Asheville, NC— Tickets are now on sale for *Chow Chow: An Asheville Culinary Event* on the official festival website, chowchowasheville.com.

Chow Chow, set for September 12-15, is a new category of food festival, created to celebrate the unique community of chefs and makers throughout Asheville and Appalachia who are the foundation of the region's culinary identity. Inspired by its namesake, the versatile pickled relish that has perked up generations of Appalachian dinner plates, *Chow Chow* seeks to shine a light on the ancient creative spirit of the region through a compelling lineup of meaningful events and hands-on experiences.

A range of ticket options are available, including seminar programming as low as \$20 rolling out in May. The schedule's nearly two dozen signature events highlight the diversity of the culinary landscape and the community at large, from an exploration of "Appalachian Soul Food" while on a walking tour of The Block, a once thriving business district for the African-American community, to the latest installment of Meherwan Irani's collaborative dinner series "Brown in the South," to foraged feasts, pottery-making and various workshops and tastings. Chefs from all corners of the South and around the country, including Ed Lee, Preeti Mistry, Roy Milner, John Flee, Travis Milton, Ronni Lundy and Cheetie Kumar, bring their singular talents to the programming lineup.

"Asheville has such a strong, diverse community of farmers, makers and artisans that it was important for us to create a festival that not only honored our rich history and traditions, but did right by the people who live and work here every day," says festival board president, chef Katie Button. "Our signature charity partner, MANNA Food Bank, will collaborate on educational programming and help us reduce food waste by redirecting leftover food to local charities; we're working with local waste-reduction enterprises to minimize our environmental footprint; and we're developing a program to give both culinary students and community members access to participate and engage in festival programming."

Several events, including a series of workshops and seminars, are planned inside Hotel Arras, which *Chow Chow* is excited to announce has signed on as the 2019 Overall Signature Festival Presenting Sponsor. Currently in development by McKibbon Hospitality, Hotel Arras is slated to open this summer at 7 Patton Avenue in downtown Asheville.

"We are proud to support Chow Chow in its inaugural year to celebrate Asheville's culinary talents, inspire culinary and hospitality students, and showcase career opportunities in this industry," states John McKibbon, McKibbon Hospitality chairman and Hotel Arras developer and owner. "With Hotel Arras at the heart of Asheville and the front door to Pack Square, we are thrilled to host visitors and locals alike for this one-of-a-kind festival."

Pickled in the Park, the beating heart of *Chow Chow*, is situated in downtown's bustling Pack Square and features a number of activities that are free and open to anyone throughout the weekend, including a Food Truck Rodeo, live demos, Makers Market and more, allowing Ashevilleians and visitors alike to shop, eat and drink as they forge connections with local tastemakers.

Joining as an early investor and the official destination sponsor, the Buncombe County Tourism Development Authority approved \$75,000 in seed money to launch and provide marketing support for *Chow Chow*.

Follow @ChowChow_AVL on Twitter, Instagram and Facebook for more info and continued updates on the festival.

To learn more and to sign up to receive news and updates, visit www.chowchowasheville.com.

To learn more about Hotel Arras, visit www.hotelarras.com.

To learn more about McKibbon Hospitality, visit www.mckibbon.com.

About Asheville

Cradled by one million acres of pristine forests, the highest peaks in the eastern U.S. and hundreds of family farms—including the agricultural legacy of George Vanderbilt at Biltmore—food culture in Asheville, North Carolina has gained national attention as a small but mighty hub for culinary creativity where Appalachian food traditions, global perspectives and artisan goods go together like a picnic and the Blue Ridge Parkway.

Asheville's collaborative food community has a rich legacy of living off the land. Chefs work directly with regional cheese makers, bakers, apiaries, flower farms, foragers, potters, dairies and family farms in a melting-pot food scene that is innovating cuisine, unearthing tradition and nabbing more James Beard nominations than the average small city.

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