

## **The Board of Directors for the Asheville Culinary Festival Announces Official Name and Dates for 2019**

### *Chow Chow: An Asheville Culinary Event is Set for September 12-15, 2019*

November 28, 2018—Asheville, NC— The board of directors for the Asheville Culinary Festival is excited to announce the official name and dates for the 2019 event. *Chow Chow: An Asheville Culinary Event* is set for September 12-15, 2019. The festival has launched the social media handle @ChowChowAVL on [Twitter](#), [Instagram](#) and [Facebook](#) to share details in the coming months, with a website and design elements to follow.

*Chow Chow*, a pickled relish popular in southern Appalachia, is a resourceful condiment whose ingredients vary from family to family and region to region. Often prepared in the warmer months, a mix of vegetables is chopped, combined and preserved. By the time cold weather hits, all of the ingredients have come together to create something better than the sum of its parts, adding a pop of flavor to the long winter vegetable season and just about anything else on the table. Universally, *chow* can mean ‘to eat’—joyfully, without abandon and in good company.

The board of the festival has introduced the celebration to highlight Asheville's creative table through meaningful events, immersive experiences and charitable programs that connect people to the many hands, makers and diverse culinary collaborators who nourish, nurture and create in this vibrant corner of Appalachia. Grand tasting events, chef demonstrations and hands-on experiences will connect participants to the stories behind Asheville's creative, inclusive approach to preparing and sharing meals.

The festival is currently seeking public input on programming and participants. Ideas may be submitted [online](#) by Friday, November 30th. Submissions should be uniquely Asheville, with a collaborative element including local makers and an educational component. Questions and ideas may also be submitted to Angel Postell at [angel@sipindipity.com](mailto:angel@sipindipity.com).

“This is a very exciting endeavor for the city of Asheville and western North Carolina, and after years of discussion and planning we are thrilled to be announcing a name and date,” says chef Katie Button, president of the board. “It is our goal to create a festival that fosters deep community involvement and is representative of our vibrant city and southern Appalachia. We look forward to reviewing submissions for programming and participants in the next week.”

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