



**JOSÉ ANDRÉS, VIVIAN HOWARD & ASHLEY CHRISTENSEN
JOIN ASHEVILLE CHEFS AT CHOW CHOW (Sept. 12-15)**
*~New Food & Maker Fest Draws Big Names for Collaborative, Immersive
Celebration of Southern Appalachia~*

Chefs José Andrés, Ashley Christensen and Vivian Howard Heading to Chow Chow: Honoring local makers and Asheville's collaborative and eclectic food scene and set against a Blue Ridge Mountain backdrop, Chow Chow (Sept. 12-15) will welcome the world's top culinary innovators to work side by side with local food folk in this new, immersive festival exploring the intersection of craft, food and humanity in Southern Appalachia. ChowChowAsheville.com

FESTIVAL NEWS

- **Noble Peace Prize-Nominated Chef José Andrés** will join a roster of culinary greats taking part in the festival's over two dozen signature events. Andrés will join chefs Vivian Howard and Asheville's Katie Button and Hector Diaz. More than 50 chef and maker participants will rotate through the Pickled in the Park three-day grand-tasting event. [Info and tickets for Pickled in the Park here.](#)
- **James Beard 2019 Outstanding Chef Ashley Christensen** joins other James Beard nominated chefs including Asheville's Meherwan Irani, Raleigh's Cheetie Kumar and others for a dinner cooked in clay at East Fork.
- **Deep talent list** represents culinary iconoclasts working alongside makers, farmers, authors and local innovators for experiences that explore and illuminate art, history, agriculture, heirloom ingredients, wild edibles, craft, traditions and modern life in Southern Appalachia. [Talent list here.](#)
- **Tickets and full schedule of events** [here](#). Chow Chow also offers free activities around Pickled in the Park including craft masters and artists, glassblowers, weavers, butchers, bakers and a makers' marketplace. A food truck rodeo will rotate through the park each day as well.

EXPERIENCES

City and regional culture shine through experiences including • Appalachian soul food at one of the nation's oldest African-American institutions • a chocolate factory cocktail evening • a color-wheel-themed dinner in a working glass studio • yoga and biscuit brunch amid Art Deco architecture • a foraging expedition and collaborative meal in the world's oldest mountains • a maker's market • and a three-day grand tasting with culinary greats in the heart of downtown Asheville. Much like its namesake condiment, this unique festival is far greater than the sum of its parts.

RESOURCES

- [Insider's Guide to Chow Chow](#)
- [What is Appalachian Cuisine?](#)
- [How to Do Chow Chow \(Sample Itineraries\)](#)
- [About Asheville](#)

IMAGES & INTERVIEWS: Available via email angel@chowchowasheville.com

ABOUT CHOW CHOW

As a 501(C3) nonprofit, Chow Chow Asheville was founded by a group of community-committed volunteers who believe in the unique connections between makers of all kinds—particularly as they gather in celebration of our creative food culture in Southern Appalachia. Here's why we're different.

WE BELIEVE...

- In the power and vitality of the creative makers in our community
- In the culture and traditions of our food and agricultural heritage
- In the critical understanding and appreciation of our local food sources
- In the integrity of the many diverse hands joining around our table
- In the interdependency we share
- In maximizing the benefits of celebration through giving back
- In minimizing any negative impact on the environment
- In collaborating in support of one another
- In elevating and galvanizing the creative economy in Asheville, North Carolina
- In the food-related narratives that sustain jobs and businesses
- In the meaningful expression of what makes our corner of Appalachia unlike anywhere else in the world
- In the magic of immersive experiences that broadens our awareness and heightens our understanding of one another
- In the vital work of our partner, MANNA FoodBank, and raising awareness around the reduction of food insecurity and food waste in our community

Chow Chow is presented by Kimpton Hotel Arras and is proud to support MANNA Foodbank's backpack program for children. For more information, visit www.ChowChowAsheville.com.

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