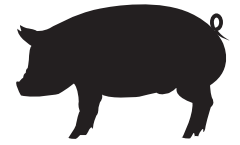


COCHON 555 • 2011

{ 5 CHEFS, 5 PIGS
5 WINEMAKERS }



COCHON 555 NATIONAL TOUR
A FRIENDLY COMPETITION FOR A CAUSE

Taste[®]
network event!

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COCHON 555 NATIONAL TOUR
JANUARY 23 – JUNE 19

COCHON 555 is a one-of-a-kind traveling culinary competition and tasting event – five chefs, five pigs, five winemakers—to promote sustainable farming of heritage breed pigs. Each stop along the ten-city tour unites local farmers, renowned chefs, prominent winemakers, established restaurateurs and the pork-loving public. In its third year, **COCHON 555** is the only heritage breed pig competition in the country.

The epicurean audience at every **COCHON** event enjoys a direct link to the sources, a chance to learn from food experts. It's a movable feast and pastoral classroom in one—with exceptional wines on Sunday afternoon.

WHO / 6,000+ food and wine enthusiasts (includes chefs & wineries)

CORE DEMOGRAPHIC /

Well-known Chefs, Restaurant Owners & Operators, Master Sommeliers, Farmers, Food Artisans, High - Profile Winemakers and Media - 450+ guests per market - 32 – 65 years, affluent, influential, educated and employed - 80% of attendees earning \$80K+ annual household income.

THE REACH /

The tour works directly with over 600 chefs, butchers and processors from across the country each year. The tour introduces 150+ winemakers, 100+ niche farms and 200+ small business owners to targeted customers, media and notable members of the national food community entertainment experiences.

WHERE /

2011 US TOUR cities include New York, Boston, Seattle, Napa, Chicago, Washington DC, Denver, New Orleans, Los Angeles, San Francisco and grand finale at the 29th annual **FOOD & WINE** Classic in Aspen.

**5 CHEFS, 5 PIGS
5 WINEMAKERS**



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COCHON 555 NATIONAL TOUR ENGAGE & EXPERIENCE

COCHON 555 consists of three events including the VIP Room, Main Floor and Judges Room. Each culinary experience is designed so exhibitors can directly reach potential customers with product interaction and messaging. **COCHON 555** limits each category so sponsors can enjoy the benefits of exclusivity while interacting with the guest. Each event offers the following chances to engage:

VIP ROOM /

- 90-minutes with 200 guests paying \$175+
- Exclusive Chef & Winemaker "Meet & Greet" Opportunities
- Product / Cooking Demonstrations, Tastings, Incentives

MAIN FLOOR /

- 2.5 hour tasting with 450 guests paying \$125+
- Product Placement, Tastings, Interactions, Exclusivity
- Ownership of Cochon Bar (stock it with your brands)
- Head to Head Butcher Competition

JUDGES ROOM /

- 90-minute seated, private chef tasting for 20 judges
- Introductions are made available to the Judges Table
- Position your Brand Ambassador at the Judges Table

SCHEDULE /

- VIP Room: 3:30 – 5:00 pm
- Main Floor: 5:00 – 7:45 pm
- Judges Room: 5:00 – 6:30 pm
- After Party: 8:00 – 10:30 pm

**5 CHEFS, 5 PIGS
5 WINEMAKERS**



*All programming is in development and is subject to change.



COCHON 555 NATIONAL TOUR CONSUMER TOUCHPOINTS

Anyone who's ever been to a **COCHON 555** tasting can attest that it's a memorable event. Each event provides pig-loving epicureans with a sampling of pork dishes served with wines from five different small wineries.

ADDITIONAL BENEFITS FOR MAIN FLOOR /

- Premium food and beverage tastings
- Samplings of craft brews, spirits and artisan foods
- Unconventional desserts (bacon ice cream & chocolate)
- Watch head to head butcher competition
- Feasting on a whole roasted heritage pig
- VIP gift bag (if available)

For a premium price, select guests will enjoy the following benefits:

VIP LOUNGE /

A one-of-a-kind experience, with reserve wines, custom cocktails, private seating, artisan cheeses provided by local cheese shops, sustainable oyster stations and other various local pleasures.

ADDITIONAL BENEFITS TO VIP /

- Reserve food and beverage tastings
- Early access to the Main Floor
- Exclusive VIP-only event
- Opportunity to meet chefs, judges, winemakers of the event
- Discounts on special events and chef dinners
- VIP gift bag (if available)

**5 CHEFS, 5 PIGS
5 WINEMAKERS**





COCHON 555 NATIONAL TOUR NATIONAL vs REGIONAL

COCHON555
5 CHEFS, 5 PIGS
5 WINEMAKERS

COCHON 555 consists of ten regional tasting events where guests and a panel of 20 celebrated judges send one chef to travel to the **FOOD & WINE Classic** in Aspen to compete at **GRAND COCHON**. New to the schedule in 2011, **ALL-STAR COCHON** at The Cosmopolitan Casino in Las Vegas on July 23. A month later, thirty [30] enthusiastic chefs from the tour are invited Napa to cook at **COCHON HERITAGE FIRES** (formerly PRIMAL) on August 13th. Harvest in Napa kicks off with a celebration of fire cooking, responsible farming, butchery, boutique wineries & craft cocktails in a pre-prohibition ambiance.

COCHON 555 / REGIONAL EVENTS

New York – Jan. 23 *completed / sold-out crowd*
Boston – Jan. 30 *completed / sold-out crowd*
Seattle – Feb. 20 *completed / sold-out crowd*
Napa – Mar. 6 *completed / sold-out crowd*
DC – Mar. 13 *completed / sold-out crowd*
Chicago – Mar. 20 *completed / sold-out crowd*
Denver – Apr. 3 *completed / sold-out crowd*
Los Angeles – May 1 *incomplete / sold-out event*
New Orleans – May 28 *incomplete / tickets still available*
San Francisco – Jun. 5 *incomplete / limited tickets available*

NATIONAL EVENTS /

FOOD & WINE
classic in aspen

GRAND COCHON – June 19 // Tour Finale
The Hotel Jerome, Aspen

 THE COSMOPOLITAN[™]
of LAS VEGAS

ALL-STAR COCHON – July 23 // National Chef Invitational
The Cosmopolitan of Las Vegas

 Charles Krug
PETER MUNDAY FAMILY

COCHON HERITAGE FIRES – August 13 // Chef Invitational
Charles Krug, Napa Valley



**GRAND
COCHON**

**ALL★STAR
COCHON**



COCHON 555 NATIONAL TOUR OPPORTUNITY & THE TALENT

**5 CHEFS, 5 PIGS
5 WINEMAKERS**

Throughout the tour, sponsors have the chance to reach a national audience. The event is a collection of à la carte offerings including interactive demonstrations, guest incentives, exclusive dinners, tasting lounges, mixology, butcher competitions, green rooms, after-party events and panel discussions. All events showcase five well-respected chefs from each region, nationally celebrated winemakers, judges and an affluent 400+ in attendance.

As part of 2011 partnerships with **COCHON**, local and national sponsors will have the unique opportunity to reach this passionate, engaged community.

TASTING DEMONSTRATIONS /

- Product integration, sampling, etc.
- Hands-on product merchandising and instruction
- Exclusive Overlays / Chef & Winemaker "Meet & Greet" sessions
- Off-Campus Winemaker Dinners in top restaurants
- Retail Contests & Social Media Incentives

TALENT /

NATIONAL HEADLINERS INCLUDE:

Bryan Voltaggio / MD
Mike Sheerin / CHI
Lydia Shire / BOS
Stephanie Izard / CHI
Ethan Stowell / SEA

PROMINENT WINEMAKERS INCLUDE:

Ehren Jordan / Turley, Failla
Abe Schoener / Scholium Project
Charles Smith / K Vintners
Vanessa Wong / Peay Vineyards
Wells Guthrie / Copain Cellars

LOCAL HEADLINERS INCLUDE:

Andrew Zimmerman / CHI
Ben Ford / LA
Duskie Estes / Sonoma
George Mendes / NYC
David Varley / DC

PROMINENT JUDGES (PAST & PRESENT):

Jacques Pépin
Peter Kaminsky
Bruce Aidells
Laura Werlin
Barbara Lynch



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COCHON 555 NATIONAL TOUR THE CHEFS: PAST & PRESENT

COCHON 555 chefs are selected based on support of the local food community, raw talent for “all things pig”, dedication to whole animal utilization and heritage breeds. They also have a reputation for promoting responsible food through menus and events.

CHEFS /

DEVIN KNELL / French Laundry
DAVE CRUZ / Ad Hoc
CHRIS KOSTOW / Meadowood Napa Valley
CHRIS COSENTINO / Incanto / Boccalone
PETER HOFFMAN / Savoy
BILL TELEPAN / Telepan Restaurant
GEORGE MENDES / Adlea
JASON STRATTON / Spinasse
ETHAN STOWELL / How to Eat a Wolf
BRYAN VOLTAGGIO / Volt
MIKE SHEERIN / Blackbird
KELLY ENGLISH / Restaurant Iris
DAVID VARLEY / Michael Mina
MARK LADNER / Del Posto
JOHN SUNDSTROM / Lark
CORWIN KAVE / Fatty 'Cue
MARCO CANORA / Hearth
ADAM KAYE / Blue Hill at Stone Barns
GAVIN KAYSEN / Café Boulud
MIKE LATA / Fig Restaurant
TOM MYLAN / The Meat Hook
JOSHUA APPLESTONE / Fleischer's Meats
RYAN FARR / 4505 Meats
TONY MAWS / Craigie on Main
JAMIE BISSONETTE / Toro + Coppa
KEVIN RATHBUN / Rathbun's Restaurants
SEAN BROCK / McCrady's Restaurant

STEPHANI IZARD / Girl and the Goat
SUZANNE TRACHT / Jar
LYDIA SHIRE / Scampo + Ober Locke
MARY DUMONT / Haverst
DUSKIE ESTES / Zazu Restaurant
HOLLY SMITH / Cafe Juanita
RACHEL YANG / Joule & Revel
KELLY LIKEN / Kelly Liken Restaurant
NAOMI POMEROY / Beast
CATHY WHIMS / Nostrana
JAMIE LEEDS / Commonwealth Gastropub
TAMARA MURPHY / Brasa Restaurant
BARRY MAIDEN / Hungry Mother
GABRIEL RUCKER / Le Pigeon
JASON BARWIKOWSKI / Olympic Provisions
ANDY RICKER / Pok Pok
STAFFAN TERJE / Perbacco
THOMAS McNAUGHTON / Flour + Water
VITALY PALEY / Paley's Place
JOHN GORHAM / Toro Bravo
TOMMY HABETZ / Bunk Sandwiches
MATTHEW DILLON / The Corson Building
JASON WILSON / Crush
RAVI KAPUR / Boulevard + Prospect
ALLAN BENTON / Benton Smoky Hams
CODY HOGAN / Lidia's Kansas City
NATE APPLEMAN / A16 + SPQR

**5 CHEFS, 5 PIGS
5 WINEMAKERS**



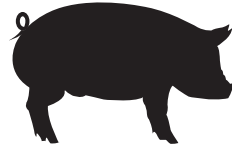
2010 COVERAGE /

Last year, **COCHON 555** tour garnered over 200+ media hits from influential outlets including The New York Times, Time, Eater, New York Post, New York Magazine, The Washington Post, and Boston Globe.

COCHON555
5 CHEFS, 5 PIGS
5 WINEMAKERS

**GRAND
COCHON**

**ALL★STAR
COCHON**



COCHON NATIONAL TOUR COVERAGE & 2011 PARTNERS

FOOD & WINE
FOOD & WINE Magazine

**"...OVER 300 POUNDS OF
PORKTASTIC GOODNESS!"**

The Boston Globe
COVER HEADLINE

"THIS LITTLE PIGGY WON A PRIZE."

THE MOMENT BLOGS
The New York Times
Expect the World®

**"MANGALITSAS' POPULARITY HAS GROWN THANKS
TO RESTAURANTS LIKE THE FRENCH LAUNDRY AND
HERITAGE PORKFESTS LIKE COCHON 555"**

TIME

**"HIGH-END, LOCAL EVENTS LIKE COCHON 555
FEATURE SOME OF THE BEST CHEFS IN TOWN"**

The New York Times

**"THAT'S A LOTTA PIG. PERIOD.
A MUST DO CULINARY EXPERIENCE"**

The Seattle Times

**"ENOUGH ABOUT BACON!
LET'S TALK THE WHOLE HOG."**

SF WEEKLY

**"COCHON 555, A TOURING PORCINE
BACCHANALIA-SLASH-COMPETITION"**

THE 2011 TOUR /

COCHON 555 US TOUR is a media pig. Over 200 major hits in 4 months. The tour continues to partner with notable brands and media channels across the country across the year. The goal: to improve our food system through action.

Our growing list of national partners provide opportunity for print advertisements, catalog inserts, online coverage and video content. Custom alliances and partnerships can reach 20+ million impressions during the tour.

2011 PARTNERS /

Food & Wine
Blackberry Farm
The Cosmopolitan of Las Vegas
Sur La Table
Wusthof
Black River Caviar
Cascal Fermented Soda
Whole Foods Market
St Germain
UrbanDaddy
FoodBuzz
Tasting Table
Yelp and more...

Taste®
network event!

COMPETITION FOR A CAUSE