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**COCHON US TOUR ANNOUNCES CHEF LINE UP FOR FIRST-EVER
CELEBRATION OF HERITAGE BREEDS AT THE RITZ-CARLTON
PHILADELPHIA HOTEL ON JULY 28, 2013**

(Atlanta; June 20, 2013) – The first-ever Cochon event in Philadelphia will take place on Sunday, July 28, 2013. COCHON [EPIC](#), a national event from the founder of [COCHON 555](#), will take place at [The Ritz-Carlton, Philadelphia Hotel](#) – Official Host of EPIC. More than 1500 pounds of heritage pork will be served at EPIC, an event that celebrates the porc-centric spirit of the city and nationally-acclaimed Cochon US Tour.

Celebrated local chefs will work alongside Cochon Grand Champions and Heritage BBQ Alumni to create an incredible porc feast. Additionally, EPIC will showcase a series of experiential tastings including the Chuptio Bar (mezcal tasting); a Tar Tare Bar presented by SIMI Winery; the artisan Cheese & Beer Pairings Bar in collaboration with Di Bruno Brothers; in addition to amazing sausages, cures, great wines, local brewers, sustainable oysters; Snow Cone machines and the famed Bourbon Bar presented by BreadcrumbPRO! An interactive beverage experience, guests will place orders via [Breadcrumb by Groupon](#), an easy-to-use, powerful and affordable iPad POS system for restaurants, bars and cafes.

Over 20 amazing local chefs will team up to prepare six whole heritage breed pigs from local farms. **Philly's chef crews include:** Garces Restaurant Group: **Jose Garces & Michael Fiorello**; The Starr Team: Alma de Cuba & The Continental with **Douglas Rodriguez, Will Zuchman & Reinaldo Alfonso**; Alla Spina with **Jeff Michaud & Brad Spence**; The Mildred with **Michael Santoro & Michael Rafidi**; Team Katz with **David Katz** of Creekstone Farms with **Kevin Sbraga** of Sbraga, **Joe Cicala** of Le Virtu, **Jeremy Nolen** of Brauhaus Schmitz, & **Nick Macri** of Southwark; and ELA's **Jason Cichonski** with **Adam Lazarick** of Lacroix, **Shola** of Studio Kitchen & **Jon Cichon**.

As if that wasn't enough local fire power, **Daniel Stern** of R2L Restaurant will man The TarTare Bar, while **Eli Collins** and **Robert Marzinsky** of Pub & Kitchen serve up Scrapple, a dish celebrating Pennsylvania Dutch Cuisine. Additionally, Host Chef **Nathan Volz** of 10 Arts at The Ritz-Carlton, Philadelphia will create a memorable experience.

National talent includes three-time Cochon 555 Winner **Matt Jennings** of Farmstead in Providence; Cochon 555 Winner and All-Star Cochon participant **Jamie Bissonnette** of Toro NYC & Boston / Coppa Boston; 2012 Cochon Heritage BBQ Grand Champion **Todd Mussman** of Muss & Turners and Local 3 Atlanta; and 2012 King of Porc, Grand Cochon Winner and 2013 Food & Wine Best New Chef **Jason Vincent** of Nightwood Chicago. These powerhouse chefs will be using their collective skills in a collaborative menu, in the expression of Cochon Heritage BBQ, a new event by Cochon designed to build

enthusiasm for the utilization of whole heritage breed pigs in BBQ communities nationwide.

“With Heritage BBQ making the cut for EPIC, we hope to inspire a new conversation and place in the culinary landscape for environmentally conscience BBQ restaurants. Throughout our year-round events, we raise the enthusiasm for supporting family farms and we also offer marketing support. For heritage breed pig farmers, participating in our events creates word-of-mouth marketing and that has been one of the most successful tools for increasing a family's annual harvest. BBQ is the next logical entry point for tipping the scales in favor of the good food movement.” says Cochon Founder Brady Lowe.

Also taking the stage at EPIC is the Miyabi butcher demonstration lead by meat-mavens **Tom Mylan** and **Sara Bigelow** of The Meat Hook in New York City. Cochon will also officially announce the new **Butcher Shop Pop-Up** – a farm-to-market butchery program poised to raise over \$25,000 for culinary schools across the country in 2014.

Guests of EPIC will enjoy pig every way possible, from head-to-toe, in addition to Crispin Cider, Anchor Brewing, Antica Formula, Breckenridge Bourbon, Buffalo Trace, Eagle Rare, Fernet Branca, Fidencio Mezcal, Four Roses, Illegal Mezcal, Mezcals de Leyenda, Pierde Almas, Rappahannock River Oysters, Cypress Grove Creamery, Springbrook Farm, Vermont Butter & Cheese Creamery, and more, to be announced.

EPIC is an all-inclusive tasting event. Tickets are already on sale at \$135 for general admission and \$200 for VIP. A complete lineup of chefs will be released on June 18, 2013 at www.cochon555.com.

About EPIC by Cochon 555

Founded in 2012, EPIC is a unique expression of Cochon 555 showcasing a one-time-only, event that will never be replicated. The first, held at the James Beard House in New York City featured a seated pork-centric dinner for 80 paired with rare and vintage Champagnes in conjunction with the launch of the Chef's Course program – a unique offering by Cochon 555 . Unlike Cochon 555, EPIC is not a competition, it's a celebration of all the chefs, farmers and pork-enthusiasts Philly has to offer.

About Cochon

Created by Taste Network's Brady Lowe in 2009 in response to the lack of consumer education around heritage breeds, Cochon is a national event series that takes place in 17 major markets. In addition to its flagship event, Cochon 555, the Cochon brand now offers a variety of experiences each year. The expressions, with national followings, include Cochon Epic, Cochon All-Star, Cochon Heritage Fire, Cochon Island and Cochon Heritage BBQ. Since its launch in 2009, Cochon 555 and its programs such as Chef's Course have supported responsible family farming across the country resulting in 35,000 people tasting heritage pigs, more than \$300,000 going to supporting charities and more than \$500,000 going directly to great farmers across the country. For more details about the events, visit www.cochon555.com or follow @cochon555 on Twitter.

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