



COCHON555
5 CHEFS, 5 PIGS
5 WINEMAKERS
FIFTH ANNIVERSARY TOUR

FOR IMMEDIATE RELEASE

Event Announcement:

**COCHON 555 FIFTH ANNIVERSARY TOUR COMES
HOME TO ATLANTA**

The National Culinary Competition & Tasting Event Dedicated to Heritage Pigs, Family Wineries & Sustainable Farming Rolls into Atlanta on Its Fifth Anniversary Tour

ATLANTA, GA (January 15, 2013) — The year 2013 marks a culinary milestone: The fifth anniversary of Cochon 555, a one-of-a-kind traveling culinary competition and tasting event created to promote sustainable farming of heritage breed pigs. Arriving in founder Brady Lowe's hometown of Atlanta on Sunday, February 17, the pork-centric tour gathers together five chefs, five pigs and five wineries at each event, ultimately touching down in 10 cities across the country and bringing its message of nose-to-tail cooking, breed diversity and family farming to food enthusiasts nationwide.

What: Each Cochon 555 event challenges five local chefs to prepare a menu created from the entirety of heritage breed pigs for an audience of pork-loving epicureans and celebrated judges. Among the competing chefs will be: RYAN SMITH (Empire State South), JOSEPH SCHAFER (King and Duke), ERIC OTTENSMEYER (Leon's and Brickstore), WHITNEY OTAWKA (Farm 255) and GUY WONG (Miso Izakaya).

Guests will be treated to an epic pork feast alongside wines from five small family-owned wineries plus special tastings from celebrated food and beverage producers. Twenty judges and 400 guests help decide the winning chef, who is crowned the Prince (or Princess) of Porc and will

compete against other regional winners at the finale Grand Cochon event at the FOOD & WINE Classic in Aspen on Sunday, June 16.

Also included in the evening is a preview of the new Heritage BBQ event in which "Winner of Heritage BBQ 2012" TODD MUSSMAN and the team of Local 3 / Muss & Turners will roll out family meal – another whole pig cooked barbecue-style immediately preceding the awards.

VIP guests will experience some of the new additions for 2013, including the launch of the cocktail competition called "Punch Kings" featuring Breckenridge Bourbon and six local mixologists, the all-new Tartare Bar, sustainable oysters from Rappahannock River and reserve wines and spirits.

To celebrate five years, Cochon is announcing five bourbons in addition to five family wineries and five chefs cooking five pigs. All attendees will get samples of Templeton Rye, Breckenridge Bourbon, High West, Buffalo Trace and Four Roses in addition to the Perfect Manhattan Bar showcasing Luxardo and Eagle Rare. New to 2013 is also the Chupito/Mezcal Bar, a tasting experience featuring Illegal, Mezcales de Leyenda and Fidencio. The infamous Craft Cheese Bar sees a facelift featuring a local cheesemonger, Cypress Grove Chevre, Vermont Butter & Cheese, the exclusive tasting of blues from Rogue Creamery, and favorites from Kerrygold. Everyone can commemorate the experience by visiting the City Eats photo booth and voting for the best bite of the day.

The fun continues with a butcher demonstration from RUSTY BOWERS from Pine Street Market and a raffle to benefit the student volunteers, ice-cold brews, Champagne toast, award ceremony, Fernet Branca digestifs, pork-spiked desserts from Belle Chevre, and cold-brewed coffee and after-party will close out the evening.

Where: Sheraton Atlanta - Official Hotel of Cochon 555 Atlanta
165 Courtland Street Northeast, Atlanta, GA

When: Sunday, February 17, 2013
4pm (VIP); 5pm (general admission)

Tickets: \$125 (general admission) and \$200 (VIP); to purchase tickets, visit www.cochon555.com

In addition: As part of the 5th Anniversary Celebration, Cochon 555 will host an intimate "Chef's Course" Guest Chef & Winemaker Dinner on Friday,

February 15, featuring past Cochon 555 chef-participants and an unexpected evening of hanging out behind the scenes with Team Cochon; \$150 per person; more details to be announced.

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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 14 major markets. Each year, Cochon 555 embarks on a 10-city culinary competition and tasting tour where 50 chefs are selected to prepare a "snout-to-tail" menu created from heritage breed pigs. The 10 winners from each regional event are flown to Aspen for the Food & Wine Classic for the final competition, Grand Cochon. Cochon All-Star, Cochon Heritage Fire and a BBQ competition are also slated for 2013. Since its launch in 2009, Cochon 555 and its programs such as Chef's Course have supported responsible family farming across the country. As a result, 35,000 people have tasted heritage pigs – more than at any other event in the country; charities have received more than \$270,000, and more than \$400,000 has gone directly to great farmers across the country. For more details about the events, visit www.cochon555.com or follow @cochon555 on Twitter.

**FOR MORE INFORMATION, OR TO SCHEDULE AN INTERVIEW, PLEASE CONTACT WAGSTAFF
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