

















July 24, 2008



Food Service Industry Events Calendar

September 2008

9/2-9/3	Connecticut Restaurant Show	Uncasville, CT	
9/5-9/7	2008 Florida Restaurant Show	Orlando, FL	
9/5-9/7	The Orlando Pizza Show 2008	Orlando, FL	
9/8-9/11	ISSA/INTERCLEAN North America 2008	Las Vegas, NV	
9/9-9/11	2008 DistriPak USA	Las Vegas, NV	
9/9-9/12	2008 SFM National Conference	Austin, TX	
9/12-9/14	Coffee Fest Seattle 2008	Seattle, WA	
9/14-9/16	STARCHEFS.COM 3rd ANNUAL INTERNATIONAL CHEFS CONGRESS	New York , NY	
9/15-9/19	HFM 2008 Conference	Hot Springs, VA	
9/17-9/19	MAFSI Annual Conference 2008	Tucson, AZ	
9/17-9/18	Mid-Atlantic Food, Beverage, Lodging Expo 2008	Baltimore, MD	
9/20-9/22	Women Chefs & Restaurateurs 2008 National Conference	New Orleans, LA	
9/21-9/24	AACC International Annual Meeting	Honolulu, HI	
9/21-9/23	American Retail Bakery Exposition	Atlantic City, NJ	
9/21-9/24	Prepared Foods New Products Conference 2008	Scottsdale, AZ	
9/24-9/25	FCSI 2008 Super Regionals - Toronto, ON	Toronto, ON	

STARCHEFS.COM 3rd ANNUAL INTERNATIONAL CHEFS CONGRESS

Three-Day Culinary Symposium Celebrates

Top National and International Chefs

(New York, NY – June 26, 2008) Leading international and U.S. chefs will gather September 14-16, 2008 in New York City to present at the 3rd annual **StarChefs.com International Chefs Congress**, a three-day culinary symposium. The world's most revered chefs will share their latest ideas and techniques with nearly 2,000 of their culinary peers and conduct live cooking demonstrations, lead hands-on workshops, and discuss the current culinary environment. A committee of celebrated chefs including **Daniel Boulud** (*Daniel*, New York) **Wylie Dufresne** (*wd-50*, New York), **Paul Liebrandt** (New York), **Jose Andres** (*Café Atlantico*, Washington, DC), **Josh DeChellis** (New York), **Marcus Samuelsson** (*Aquavit*, New York), **Norman Van Aken** (*Norman's*, Miami), **Iacopo Falai** (*Falai*, New York), **Ken Oringer** (*Clio*, Boston), **Rick Moonen** (*RM Seafood*, Las Vegas), **Sam Mason** (*Tailor*, New York), **Traci Des Jardins** (*Jardiniere*, San Francisco) and **Junior Merino** (*The Liquid Chef*, New York) will host this year's Congress, which will take place at one of New York's greatest treasures and landmarks, the historic Park Avenue Armory. The Congress will conclude with a celebration of New York's brightest up-and-coming chefs at StarChefs.com's annual New York Rising Stars Revue.

The underlying theme of this year's Congress is "**The Responsibility of a Chef**," with a specific focus on mentoring, sustainability, and community. Chefs today have an unprecedented opportunity to effect change; during this year's Congress, special demonstrations, seminars, presentations, and panels will address these topics and begin a dialogue on the role of a chef and the future of food. **Dan Barber** (*Blue Hill*, New York) will be moderating a panel exploring chef/producer relationships, **Rick Moonen** (*RM Seafood*, Las Vegas) will be presenting a *Recipe for a Sustainable Menu and the Future of our Oceans* and **Daniel Boulud** (*Daniel*, New York) will host a *Mentor/Protégé Cooking Demonstration*.

"As chefs have an increasing place in the public eye, they also have an increased responsibility – to the industry, to their community, and to the Earth. This year's StarChefs.com International Chefs Congress is focusing on the responsibility of a chef through programming that puts the industry's leading chefs in a position to create a dialogue with one another about these important issues," says Antoinette Bruno, StarChefs.com CEO and Editor-in-Chief.

Highlights of the three-day Congress will include cooking demonstrations by **Heston Blumenthal** (*The Fat Duck*, London) and **Charlie Trotter** (*Charlie Trotter's*, Chicago), and a presentation of *Techniques and Tools from the Alinea Kitchen* by **Grant Achatz** (*Alinea*, Chicago). Hands-on workshop highlights include a *Culinary Technology* workshop led by **Wylie Dufresne** (*wd-50*, New York), a mixology workshop with **Audrey Saunders** (*The Pegu Club*, New York) and a workshop on *Mexican Street Food* led by **Enrique Olvera** (*Pujol*, Mexico). Business programming highlights include Author **Michael Ruhlman** discussing the *Role of a Chef* with **Anthony Bourdain** and **Marco Pierre White**, and a discussion on *Fine Dining Chefs who have Opened Successful Casual Restaurants* led by **Ken Oringer** (*Clio*, Boston), **Anita Lo** (*Annisa*, New York), **Traci Des Jardins** (*Jardiniere*, San Francisco) and **Paul Kahan** (*Blackbird*, Chicago). In total over 60 chefs will present at this year's Congress. In addition, leading manufacturers and purveyors from around the world will showcase the latest in foods and wines, cutting edge kitchen equipment, and innovative chef tools at the Chefs Product Fair.

The International Chefs Congress was founded by Editor-in-Chief Antoinette Bruno and Managing Editor Will Blunt in response to a growing frustration within the chef community with the lack of serious platforms for peer-to-peer dialogue about the latest ideas, trends, and everyday

challenges of the increasingly complex culinary industry -- an industry which, in 2008, will reach \$558 billion in sales, and employ over 13 million people across the United States.

The lead sponsors of the 2008 StarChefs.com International Chefs Congress include: Wisconsin Cheese, Jade Range, Hobart, Winston, Bauscher, Nespresso, Vita-Mix, Alaska Seafood, Vulcan, Cardinal, Steelite, Alto-Shaam, Cervena, Sid Wainer, Olive Oil from Spain, Wines from Spain, Foods from Spain, Foods from Quebec, and the French Culinary Institute.

The StarChefs.com International Chefs Congress will culminate on Tuesday, September 16, 2008 with the annual **New York Rising Stars Revue**, a gala and awards ceremony celebrating the best up-and-coming chefs and culinary professionals in New York. StarChefs.com selects its Rising Stars candidates upon recommendation by its Advisory Board, which is made up of more than 20 of the country's most influential chefs. The StarChefs.com editors make the final selections based on in-person tastings and interviews.

StarChefs.com will also launch its 2009 edition of **Chefs to Know**, a book which profiles 650 of the country's most influential and notable chefs, sommeliers and mixologists featured on StarChefs.com. *Chefs to Know* illustrates StarChefs.com's ongoing dedication to recognizing and celebrating those who inspire and shape the culinary world.

Tickets and admission to the StarChefs.com International Chefs Congress are limited to foodservice industry professionals. A limited number of subsidized culinary passes will be available. To purchase tickets, visit www.starchefs.com/icc or call 212.966.3775.

Tickets to the StarChefs.com Rising Stars Revue are available to the general public and can be purchased at www.starchefs.com/risingstars.

About StarChefs.com

StarChefs.com™, the magazine for culinary insiders, has been serving the industry since 1995 with a clear focus on working chefs. With a dedicated mission to catalyze culinary professionals' success and give them the tools they need to overcome their specific challenges, StarChefs.com's original culinary content is driven by in-person tastings and interviews across the world. In addition to featuring top chefs, pastry chefs, sommeliers, and mixologists, the StarChefs.com JobFinder is the leading job board connecting culinary and hospitality professionals to careers in the foodservice industry. StarChefs.com™ features 25,000 published pages of original, chef-focused culinary content and generates monthly traffic of over 20 million hits a month and was recently nominated for Best Web Site for Food and Nutrition by the James Beard Foundation.

About Chefs to Know: A Guide to Chefs for Chefs

Chefs to Know: A Guide to Chefs for Chefs is the first book published by StarChefs.com and is a guidebook and valuable reference for industry professionals. The 2009 edition will be launched at the International Chefs Congress in September and will include information on over 600 notable chefs across the country, based on StarChefs' in-person tastings and interviews. It includes over 80 professional photos and recipes plus contact information and fun facts about every chef, from their favorite restaurants off the beaten path to their most indispensable kitchen tool. For more details on *Chefs to Know*, go to www.starchefs.com/chefs_to_know/index.shtml.