

bon appétit *presents*

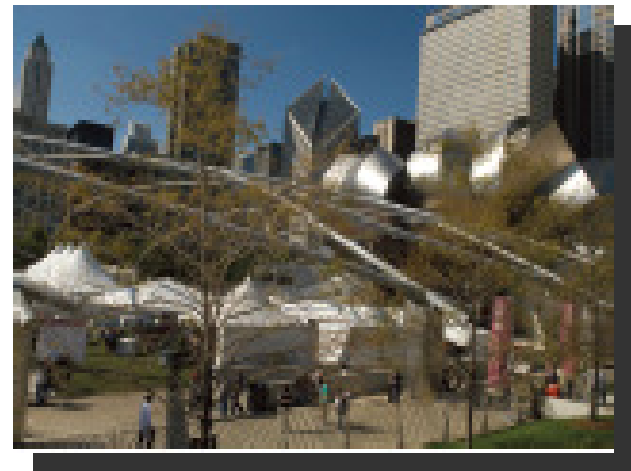
**CHICAGO
GOURMET**

a celebration of food and wine

Chicago Gourmet: *A Celebration of Food and Wine*



- The Third Annual Chicago Gourmet is a world-class celebration of food, wine and Chicago's rich culinary heritage; produced by the Illinois Restaurant Association.
- Located in spectacular Millennium Park, the 3-day event will showcase over 100 of Chicago's finest restaurants and chefs, and over 300 renowned wineries, spirit makers and premium breweries from around the world.
- **2010 Chicago Gourmet Event Dates:**
 - Friday, September 24, 6 - 9 pm
 - Saturday, September 25, 12 – 6 pm
 - Sunday, September 26, 12 – 5 pm



Chicago Gourmet: *A Celebration of Food and Wine*



- *Bon Appétit* magazine is our 2010 title sponsor. Barbara Fairchild, Editor-in-Chief, and Andrew Knowlton, Restaurant Editor, will participate in this year's event.
- Over 40 event sponsors will include global brands such as: American Airlines, American Express, Bacardi, Beam Global Spirits & Wine, Buick, Chateau St. Michelle, Hyatt, Miller/Coors, Robert Mondavi, Stella Artois, Patron Spirits.
- **2009 Chicago Gourmet Quick Facts:**
 - 8,000 guests (a 25% increase over 2008)
 - 100 participating chef and 300 wineries from around the world
 - 44 separate cooking demonstrations, tastings and seminars
 - 112 million impressions internationally, with advertising in Australia, England, Ireland, France, and the United States.



Chicago Gourmet

Sample Celebrity Chefs



- **Cat Cora** - Executive Chef of *Bon Appétit* magazine and the *Bon Appétit* Culinary Studio, Cat made television history as the first and only female chef on Food Network's *Iron Chef America*. She is also part of Macy's Culinary Council, a national culinary authority, comprising 15 of the world's most prominent chefs.
- **Rick Bayless** - Award-winning chef-restaurateur, cookbook author, and television personality, Rick was the winner of Bravo's 2009 *Top Chef Masters*. He is also owner of Frontera Grill, Topolobampo, and XOCO restaurants in Chicago.
- **Ted Allen** - Food and Wine Ambassador for Discover Wine with Robert Mondavi, Ted is an Emmy Award winner and host of *Food Detectives* on the Food Network. He also serves as a judge on Bravo's *Top Chef* and Food Network's *Iron Chef America*, and is a host of the PBS series *Uncorked: Wine Made Simple*.
- **Gale Gand** - Nationally acclaimed restaurateur, cookbook author and television personality, Gale is a James Beard award-winner for Outstanding Pastry Chef and Pastry Chef of the Year by *Bon Appetite* magazine. She is also the executive pastry chef and partner of the four-star restaurant, Tru, in Chicago.
- **Art Smith** - Chef, author, and television personality, Art is a two-time James Beard Award recipient, personal chef to Oprah Winfrey and contributing editor to *O*, the Oprah Magazine and the food section of Oprah.com. He is featured regularly on *The Today Show* and is a judge on Food Network's *Iron Chef America*.

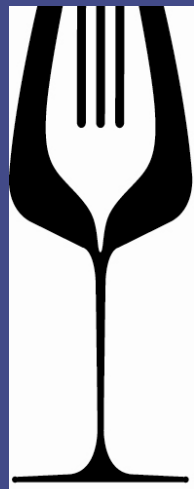
Chicago Gourmet Corporate Entertainment



Entertainment Benefits:

- (1) Corporate Entertainment area for 20 guests overlooking the Great Lawn of Millennium Park for one day of the event.
 - Corporate area will be designed by Tom Kehoe, one of the most well regarded event specialists in the U.S. known for his modern and elegant event décor design
- (20) “All-Access Passes” to Chicago Gourmet 2010
 - Includes full access to the festival area, all live cooking demonstrations, seminars and premium wine and spirits tastings.
 - Access to the ultimate wine experience -- the Grand Cru Tastings at Chicago Gourmet. Master Sommeliers will be on hand to present and discuss their selections (2:00 - 3:30PM, Saturday or Sunday)
- Opportunity to host client meetings in the corporate entertainment area
 - Personal staff will be on hand to arrange a light fare buffet and keep the wine, spirits and premium brews flowing
- Gourmet catering available

Entertainment Suite Cost: \$7500



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For more information contact:

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