

PRESS RELEASE

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TASTE OF THE NATION HIGH QUALITY CHARITY CULINARY EVENT FOR THE FIRST TIME IN MEXICO

Ixtapa-Zihuatanejo will proudly be the first-time host of the great charity culinary event, **Taste of the Nation** (TOTN), in Latin America. On Friday, August 28th, at 8 p.m., the first edition of *Share Our Strength* will arrive at **Zi** Restaurant in Club Intrawest-Zihuatanejo, this program has been raising funds for over 25 years to fight hunger and poverty. **Taste of the Nation** is the premier program of this humanitarian project that was born thanks to Bill and Debbie Shore's activism in Capitol Hill.

Taste of the Nation in Ixtapa-Zihuatanejo will benefit the AMARAC (Medical Attention and Rural Aid, AC. www.amar-ac.org) and will be presented by Edgar Navarro, a renowned Executive Chef at Club Intrawest-Zihuatanejo, a property known as one of the most exclusive in this beach twosome located on the Mexican Pacific.

Zi Restaurant at Club Intrawest Zihuatanejo will be the perfect setting in which lovers of the best cuisines in the world will enjoy a charity event in an incomparable ambiance framed by the spectacular *Playa La Ropa* in Zihuatanejo.

"For the committee formed to carry out this important event, it has been a unique experience that we would not change for anything in the world, it is a very, very special feeling to know that all of our efforts will be materialized *in one of the most noble causes of the human being (to take food to children who do not have it)*. When we first called TOTN to ask for the requirements to host this event, we imagined that other cities had already hosted it... the surprise was that Ixtapa-Zihuatanejo would be the first destination in all Latin America to host it" said José Ramón Dozal, Food and Beverage Director of Club Intrawest Zihuatanejo.

The spectacular night of **Taste of The Nation** from Ixtapa-Zihuatanejo, starts with a tempting reception for the palate with a tasting of Tequila Partida; an admirable fusion between the traditional methods of tequila production and the most advanced technology that imprints each sip with the pure and natural essence of the blue agave. The grand gala dinner continues with a majestic display of culinary creations by renowned chefs such as Alejandro Kuri, Patricia Quintana, Federico López, Luz María Bolaños, Pepe Ochoa, Ana Enelda Luthman, Eduardo Marín, Guillermo Gonzalez Beristain, Glenn Monk, Leopoldo Acuña, Stephan Pyles and the host Chef, Edgar Navarro.

Taste of the Nation will hold a tribute **Mexican Haute Cuisine** in which exquisite dishes will be served, these will consist of seafood, meat and poultry; the guests will also be able to enjoy live music with sublime interpretations in the voice of French-Canadian Michelle Lavallee and an auction to benefit **Taste of The Nation** hosted by Mr. Jeff Fenton, who will present the guests with items such as Special Reserve wine bottles from Vinoteca, Peña del Bernal and Casa de Piedra, exclusive bottles of the brand Tequila Partida, works of art by renowned painters among other items.

Once more, the travel industry of Ixtapa-Zihuatanejo, jointly with the Municipal Government headed by Alejandro Bravo Abarca; work together to make possible a world-class event in Ixtapa-Zihuatanejo.

Interjet, an airline know for its non-stop work in favor of promotion projects for this beach destination, has granted the airfare for the chefs from different locations in the country to Ixtapa-Zihuatanejo. The Hotels of Ixtapa-Zihuatanejo: Tesoro Ixtapa, Pacifica Resort, Barceló Premium, Presidente Intercontinental, Dorado Pacifico Beach Resort and Villa Mexicana have given rooms for the committee and the culinary team of **Taste of the Nation**. In addition, the following corporations have joined the list of sponsors of this noble cause: Televisa, Tendencia Gastronómica, Fríos, Serviocean, D`artisan, Café Loma Real, Peña del Bernal, Par de France, Tyson, Grupo Modelo, Birkenstock, Cigo and Saborearte.

The Conventions and Visitors Bureau of Ixtapa-Zihuatanejo, aware that combining tourism with gastronomy represents a twosome that will guarantee the possibility of increasing the value and projection of this destination, joins the effort with the important task of publicizing **Taste of the Nation** through strategies employed in its three lines of action: Strategic Planning, Travel Industry and Public Relations, thus supporting the promotions and publicity efforts of the organizing Committee of **Taste of the Nation** in Ixtapa-Zihuatanejo.

This great event will have a capacity for 80 persons and the cost of the donation-dinner is \$2,800.00 pesos; tickets are available at MercadoLibre.com. For more information, visit

tasteofthenation.org or dial: 01 800 714 55 35 (Club Intrawest-Zihuatanejo) email zi_hostess@clubintrawest.com or zconciierge@clubintrawest.com.

About Amar, A.C. The Benefited Foundation

Amar, A.C is a Non Governmental Organization formed by young people concerned with making global development equitable, ongoing and respectful of environment; who work mainly in isolated rural communities and give aid in emergency situations besides actively collaborating in many other human rights programs.

Some programs that have been developed: Program "Against Infant Malnutrition" that consists upon permanent aid to eight Mexican communities with basic foods, aid packets and training for productive work since 1999 to date, benefiting more than 10,000 families in these impoverished zones.

Among the programs that have been successful is "Basic foods for all" that consists on the distribution of a donation provided each month by Del Monte corporation of more than \$2,500,000 pesos in kind that are channeled to more than 70 charity institutions, benefiting more than 500,000 persons to date.

About the Guest Chefs:

Chef Patricia Quintana

University Professor, investigator, teacher and author of more than 9 books about Mexican Cuisine and gastronomic topics, writer, columnist of national and international newspapers and magazines because of her work as a promoter of gastronomic festivals in the main cities of the United States, France and Spain among other countries. As a tribute to her effort and her devotion to her work, she has earned recognition as culinary ambassador of Mexico in the world. Publications like **The New York Times**, **Food and Wine**, **Food Arts** or **Bon Appétit** recognize her carrier. Patricia Quintana is the owner of *Izote* restaurant in Mexico City; she is a profound student of the ingredients, techniques, tastes and odors of Mexico.

Chef Alejandro Kuri:

Renowned Mexican chef who is a tribute to his profession. He is a versatile and experimented chef who studied cuisine and administration in Mexico, the United States, France and Switzerland. The Mexican Oenological Group also recognized him as the best Taster Judge for three consecutive years and having participated in numerous

tastings, Oenological and as a Judge in oenological contests. He was consultant chef for Nestle Food Services for several years. He was Director of Foods and Beverages in renowned hotel chains such as Nikko Mexico and Westin Hotels and Resorts.

He has participated and hosted gastronomic festivals in several countries of Latin America, the Caribbean and the United States. He has been recognized as a certified trainer, Badge H, HACCP. He is a professor at the Anahuac and Intercontinental Universities, a member of the Advisory Council of the Anahuac University of the South and of the Food Fair. He gives combination, cooking workshops, seminars, participates in conferences and as a judge in gastronomic contests in Mexico, Central and South America.

Chef Guillermo González Beristáin

Graduated with honors from the Culinary Institute of America, in Hyde Park N.Y. Guillermo worked for years in Europe at prestigious places that won Michelin stars. He was chef at the Ambrosía restaurant in Mexico City and after that he was corporate chef of the banquets group. Supported by a group of investor-partners who make up Pangea group, he moved to Monterrey. In 1998, Pangea was born, a restaurant that revolutionized the restaurant industry in Monterrey. Two years later, he opened La Catarina, specialized in Mexican Haute Cuisine and in 2002 he opened Genoma, a retro-modern place with fusion cuisine. At the beginning of 2006 Genoma Xpress and La Vía Láctea open their doors, ice cream finished on a marble slab. At the end of 2006 Bistro Bardot was opened with an emphasis on simple French cuisine and at the beginning of 2007, he begins the rescue of El Tío, the most traditional restaurant in Monterrey. Pangea has received several national and international acknowledgements. Guillermo and Grupo Pangea has been invited to host different dinners and festivals within Mexico and abroad such as the Food & Wine Festival of Aspen for 5 consecutive years, guest chef at the James Beard House in New York, Tarbell's restaurant in Phoenix, gala dinner at the Museum of Art in San Diego and the Food & Wine Festival of San Antonio on several occasions.

Chef Eduardo Marín

Chef Eduardo Marín is a graduate of Anahuac University of the South and he furthered his studies at the Culinary Institute of America in Hyde Park New York. He began his career 14 years ago as a Regional Cuisine instructor at the *Alianza Francesa* of Mexico City and in 1999 he began to work Hotel Nikko México as Executive Chef in charge of its eight kitchens. He was part of the faculty at the Institute of Superior Studies of Monterrey, teaching Gastronomy and Oenology at the bachelor level and he went into the restaurant business at the legendary "San Angel Inn".

Chef Glenn Monk

Glenn Monk is the creative force behind INNVISION Solutions for the Hospitality Industry Group. His culinary innovation and his criterion in designing restaurants is unique in the Hospitality industry, thirty years' experience have positioned Glenn Monk as a chef, teacher and mentor in the food and beverage branch. He has international experience operating multimillionaire culinary projects for the great hotel chains such as Pan Pacific Hotels & Resorts and Fairmont Hotels & Resorts that has given him a unique experience in his work. Among his most important projects are: Club Intrawest Resort Zihuatanejo, México, Poets Cove Resort and Spa, Pender Island, BC, Canada, The Cove Lakeside Resort, Kelowna, BC, Canada Long Beach Lodge Resort, Tofino, BC, Canada, Nita Lake Lodge, Whistler, BC, Canada, Skaha Beach Club, Penticton, BC, Canada, Mundo Imperial Hotel & Expo Center, Acapulco, México.

Chef Federico López

He was the first culinary trainee at the Hotel Nikko México in 1988; in 1992 he graduates from the Culinary Institute of America in Hyde Park, New York.

By 1996, Abrosia del bosque Group, leading catering company in our country and Guillermo Ríos, its founder, invite him to create the first Gastronomy school with programs designed by chefs (practical-theoretical) with a core of four-month periods and a high level of practice sessions, the Culinary Center of Mexico.

More recently, Sanborns group considers him for the third consecutive year as one of the 12 best chefs in the country; he also won the IRON CHEF title in competition during the hot & spicy food festival in Toronto, Canada.

Chef Pepe Ochoa

He coordinates "Nicho de Aromas y Sabores", which is part of the projects that make up Cumbre Tajín, identity festival. An expert in the cuisine from the State of Veracruz who has taken on the task of taking it around the world and setting the name of Veracruz and Mexico high. Veracruz' cuisine is an intangible part of our heritage and national cultural identity.

Chef Stephan Pyles

He has crated 14 restaurants in the last 22 years, the Routh Street Café, Baby Ruth and Goodfellow. He has received awards such as "Best Chef in America, Southwest. In 1994 he opened "Star Canyon", quickly followed by "Aquaknox" that was named by Food

and Wine “Best Restaurant of the Year”, he also created “FishBowl” and “Taqueria Cañonita” for the Carlson **Restaurants Worldwide** group.

Traveler, consultant, investigator, television producer and writer of books such as “The New_Texas Cuisine”, co-author of the book “Tamales”, “New Tastes from Texas” and “Southwestern Vegetarian”. Sthephan Pyle has won an Emmy award for his work in specialized television. He is part of the board of founders of Share Our Strength and member of the board of “The North Texas Food Bank” and “The National Culinary Advisor’s Board”. In 1988 he hosted **Taste of The Nation** in Dallas, Texas and was co-founder of the program “The Hunger Link, Dallas”. His most recent opening is his homonymous restaurant “Stephan Pyles” in which “A High Concept in Southeastern Cuisine” is served. Pyles is a consultant for the Dallas Art Museum and of its renowned restaurant 1717.

Chef Edgar Navarro (Host)

He did his professional studies at Anahuac University and the Culinary Institute of America. He started working in a kitchen at the age of 16, he worked in New York at Moma restaurant, at the Plaza Hotel in New York, at the Lombardy in Washington, DC, and he worked with Bernard Le Prince. He has worked in many different locations around the globe such as Naples under Donatto Camarano. In México he has worked in Puebla, Chihuahua, Saltillo, Monclova, Morelia, Tapachula. He has been third place in the Black Box pageant. He has worked as principal of Gastronomy school le “Ecole du chef” in the city of Chihuahua. He is currently Executive Chef at Club Intrawest Zihuatanejo.

Ana Luisa Morán Fernández
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