



March 5, 2012

**CALLING ALL CREATIVE, WINE-SAVVY CHEFS!**

Pairsine: The Taste of Elegance Chefs Food & Wine Pairing Competition

**When:** Tuesday April 17, 2012, 6 to 9pm

**Location:** Sun West Studios  
450 West 31<sup>st</sup> St, 10<sup>th</sup> Floor  
New York, NY 10001

Dear Chef,

I would like to personally invite you to participate in *Wine Country International*® Magazine's 1<sup>st</sup> Annual Pairsine: Chefs Food & Wine Competition—NYC!

Wine Country Network Inc., the publishers of *Wine Country International Magazine*, and the producers of the annual Denver International Wine Festival will be producing our signature chef competitions—Pairsine: The Taste of Elegance in major cities across the US.

To learn more please visit: **PAIRSINE.COM**

Pairsine, "Where premium beverages and spectacular cuisine collide!" features chef prepared cuisine pairings with wine. Wine Country Network Inc. plans to produce ten Pairsine competitions in 2012.

**PAIRSINE-CHEFS FOOD & WINE PAIRING COMPETITION— NYC**

This food and wine showcase will allow for 10 of New York's most wine savvy chefs to compete to win awards for their custom paired dishes. Live and silent auctions will also be held, with 100% of their proceeds benefiting The Help America Hear Program. The evening will be limited to 250 guests.

**HOW IT WORKS:**

Pairsine's New York wine sponsor is ZAP (Zinfandel Advocates & Producers). As a participant, you will receive (2) different Zinfandel wines in late March. These wines will be to develop your culinary pairings.

On April 17th, you will cook your custom dishes at "Pairsine, The Taste of Elegance," providing samples to all attendees. Winery representatives will be on hand to pour the designated wines (2) alongside your food sampling station. The consumer attendees and a panel of notable judges will vote for and then name their favorite dishes/wine pairings.

Awards include:

- **Judges Chef awards** including "Best Chef of..." —"Peoples Choice" —"Most Creative Chef".
- **Consumers vote for:** "People's Choice Chef" who will win a Big Green Egg Smoker!

Cordially,

Christopher J. Davies  
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**WHAT YOU NEED TO PROVIDE:**

1) All food/ingredients for the samplings. Foods should be appetizer size, salads, entrees or deserts...its up to your imagination. (Quantity: up to 275 guests).

2) Portable cooking equipment, click burners, coolers, hot boxes, sauté kits, tools.

*Note: Sun West Studios has a small kitchen that is suitable only for prep work. It is best that you bring portable equipment.*

3) Promotional materials from your restaurant: Menus, Postcards and Business Cards.

**FOOD SPONSORS:**

Chefs may solicit sponsored ingredients from their preferred food suppliers and distributors. If this is arranged we will be pleased to list your sponsor(s) as well as their logos and website URL on our website. You are also welcome to use sponsored ingredients on event signage and printed materials.

**WHAT WE PROVIDE:**

Wine Country Network Inc. provides special festival sampling plates, cutlery & logoed wine glasses to all guests.

**BENEFITS TO YOU AND YOUR RESTAURANT:**

The Pairsine competitions receive local media coverage as well as publicity in our internationally distributed magazine: Wine Country International®. WCI is well respected as a leading wine, food and travel magazine. Our readers are affluent luxury travelers who work hard and play harder.

All chefs/restaurants will be featured on our network of popular wine, cuisine & travel websites. Combined our sites receive more 250,000 unique visitors monthly. All participants and their restaurants will have an exclusive page listing on Pairsine.com

For example: Chef Rob Corey's page is [Pairsine.com/chefrobcorey.html](http://Pairsine.com/chefrobcorey.html) (Page will include chefs bio, head shot, restaurant website, Facebook & Twitter).

**VALUABLE PRIZES!**

Participating chefs have a chance to win valuable prizes provided by our generous sponsors!

Thank you for your consideration and interest! We invite you to complete the attached application and fax it or email in to us no later than March 16, 2012.



PAIRSINE CHEFS FOOD & WINE PAIRING COMPETITION-NYC  
Tuesday April 17, 2012

**CHEF APPLICATION**

Restaurant: \_\_\_\_\_

Chef: \_\_\_\_\_

Email address: \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website URL: \_\_\_\_\_

We will list all restaurants & link websites on **Pairsine.com**

Restaurant personnel:

GM: \_\_\_\_\_

Wine Manager: \_\_\_\_\_

Public Relations: \_\_\_\_\_

**Event hours:**

Chef Set-up:	4:00 to 5:30pm
General Public:	6:00 to 9:00pm
Food Serving:	Judges 6:00 to 7:00pm Consumers 6:30 to 8:15pm
Award Ceremony:	8:45pm
Break down:	9:30 to 10:00pm

I agree to participate in the "Taste of Elegance" food and wine pairing competition on Tuesday April 17, 2011. Deadline for entry is March 15, 2012.

X \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Chef Signature

Print Name: \_\_\_\_\_



## CHEF BIO FORM

Chef Name: \_\_\_\_\_

Restaurant: \_\_\_\_\_

Title: \_\_\_\_\_

Email address: \_\_\_\_\_

Work Tel.: \_\_\_\_\_ Work Fax: \_\_\_\_\_

Mobile Tel: \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_

Education:

Culinary background & experience:

Past festivals & contests:

CHEF HEAD SHOT/PHOTOGRAPH:

Please email a head shot/portrait (JPEG format) to [info@winecountrynetwork.com](mailto:info@winecountrynetwork.com) for use in the festival promotional materials & Publicity.

**Note:** Be sure to use chef or restaurant name in subject box of your email.

Bio prepared by: \_\_\_\_\_

Title: \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact Tel.: \_\_\_\_\_