



December 2011

## We're Looking For A Few Creative, Beer-Savvy Chefs!

**Denver International Beer Competition**  
***Pairsine "Taste of Elegance" Chef's Food & Beer Pairing Comp***  
Tuesday June 12, 2012, 6 to 9pm  
Location: *Omni Interlocken Resort, Outdoor Pavilion,*  
*500 Interlocken Blvd, Broomfield, CO 80021*

Dear Chef,

I am writing to personally invite your participation in Wine Country Network's 3rd Annual ***Pairsine, The Taste of Elegance Competition*** featuring Gold Medal winning beers from The Denver International Beer Competition.

**Pairsine, The Taste of Elegance** has become Wine Country Network's signature "foodie" event. The assortment of fine culinary creations, paired with Gold Medal beers, makes for a decadent experience not matched by any other foodie event in Colorado!

In June of 2010, we launched our first-ever, Taste of Elegance Food & Beer Pairing Competition. Twelve Master Chefs created some of the best pairings ever tasted in the history of the TOE!

### **2010 Chef Winners:**

- **David Harker**, Executive Chef, The Omni Interlocken Resort: "2010 People's Choice Chef".
- **Michael Long**, Opus Restaurant, Littleton, CO: "Best Chef"
- **Jean-Luc Voegele**, Executive Chef, The Westin Tabor Center "Most Creative Chef" Tie
- **Ian Kleinman**, The Inventing Room Catering, "Most Creative Chef" Tie

PO Box 6023  
Broomfield, CO 80021  
Tel. (303) 664-5700 • Fax (303) 648-4199  
[www.winecountrynetwork.com](http://www.winecountrynetwork.com)



### 2010 Food & Beer Judges:

- **Claire Walter**, Food Critic & Author of "Culinary Colorado"
- **Keith Villa**, Brewmaster at Blue Moon Brewing Company
- **Lori Midson**, Cafe Society Editor, Westword
- **Dan Rabin**, Journalist and Beer Judge

The 2012 Denver International Beer Competition activities have already begun! A call for entries has just been released. We are expecting to receive several hundred entries.

Only 2012 Gold medal-winning brewers will be invited to participate in the Taste of Elegance Chefs Food & Beer Competition on June 12, 2012, at The Omni Interlocken Resort, Broomfield,

We would be honored to have your participation! This year's TOE BEER is limited to just 10 of Colorado's most celebrated chefs, competing to win awards for their best 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 350 guests.

### HOW IT WORKS:

As a participant, you will receive (2) medal winning beers in late May. You will use these beers to develop culinary creations for pairing with the beer. You will cook your custom dishes at the "Taste of Elegance" providing samples to all attendees. Brewery representatives or volunteers will be on hand to pour your designated beer (2) alongside your food sampling station. The consumer attendees and a panel of judges will vote for their favorite dishes/wine pairings.

Chef awards include "*Best Chef*", "*Most Creative Chef*" and "*Peoples Choice Chef*".

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### **Major E-blast & Radio Publicity**

We have partnered with numerous media outlets to market this event via email, print and radio spots. Check our website for the link to Wine Country International Magazine 2010 Denver Digital Edition. It features great coverage on the 2010 TOE Beer event.

### **WHAT YOU NEED TO PROVIDE:**

-All food/ingredients for the samplings. Foods can be appetizers, salads, and entrees or deserts...its up to your imagination. Quantity for up to 350 guests.  
-Portable cooking equipment, hot boxes, sauté kits, serving tools, a sanitary wash bucket & tablets, proof of insurance & health permit. Since the venue is an outdoor open Pavilion, outdoor grills are permitted.

**Food Sponsors:** Several food sponsors have offered to provide participating chefs with main ingredients. Current food sponsors:

- Red Bird Farms (Chicken)**
- Snow Creek Ranch (Beef)**
- Tender Belly (Pork)**

We provide special festival sampling plates, cutlery & festival beer glasses to all guests. You are encouraged to bring promotional materials for your restaurant.

### **Benefits To You and Your Restaurant:**

The Denver International Beer Competition will receive major local media coverage as well as publicity in our internationally distributed magazine, Wine Country International®. With an audience of more than 200,000 readers, WCI is well respected as a leading wine, food & travel magazine. Our readers are affluent luxury travelers who work hard and play hard. Our new Digital Editions are expanding our reach drastically!

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For 2012, 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 receive a one-year listing on the two Denver International Beer Competition and Wine Festival websites with hot links to your restaurant website.

Thank you for your consideration and interest. We invite you to complete the attached application and mail or fax it in to us at your earliest possible convenience. Applications are accepted on a first come, first serve basis.

**Valuable Prizes!**

The Taste of Elegance Chefs Competitions award valuable sponsor provided prizes! Past sponsors include Electrolux Appliances & The Big Green Egg!

Cordially,

Christopher J. Davies  
Editor, Publisher & Co-Founder  
Wine Country Network, Inc  
[cdavies@winecountrynetwork.com](mailto:cdavies@winecountrynetwork.com)

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**Pairsine/ THE TASTE OF ELEGANCE CHEFS FOOD & BEER  
PAIRING COMPETITION**

June 12, 2012- The Omni Interlocken Resort, Broomfield, CO

**CHEF REGISTRATON**

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

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

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

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

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

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

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

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

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

(We will list all restaurants & link websites on [www.Denverbeercomp.com](http://www.Denverbeercomp.com))

**Restaurant personnel:**

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

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

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

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**Event hours:** Set-up 3 to 5:45 pm -General Public 6 to 9pm

**Break down:** 9:30 to 10:30pm

**Venue:** Omni Interlocken Resort, Outdoor Pavilion

*I agree to participate in the "Taste of Elegance" food and wine pairing competition on Tuesday June 12, 2012. I understand that my restaurant will be required to provide a certificate of insurance and apply for a health dept permit through the City of Broomfield, as per the attached sheet. Since this is a fundraiser, there will be no fee for the health department permit.*

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

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## 2011 Denver Intl Beer Competition PAIRSINE/ THE TASTE OF ELEGANCE" CHEF BIO FORM

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

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

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

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

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

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

**Education:**

**Culinary background & experience:** (attach sheet if needed)

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**Past festivals & contests:**

**CHEF HEAD SHOT/PHOTOGRAPH:**

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

**Note:** Please be sure to add chef name/restaurant in subject box of your email.

Bio prepared by: _____
Title: _____
Contact email: _____
Contact Tel.: _____

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