



Chow Chow is Coming to Town!

By Bill LaMée

Chow Chow is set to make a big splash in Asheville September 12-15. You may want to save those dates.

This time we're not talking about a cuddly, furry dog or the relish made of sweet and sour pickled vegetables that you may know and love. This Chow Chow is a brand new culinary festival spearheaded by a board of directors including some of Asheville's culinary luminaries: Katie Button (Curate and Button Co.), Jael Rattigan (French Broad Chocolate), Meherwan Irani (Chai Pani) and Jessica Reiser (Burial Beer).

The festival is designed to recognize and highlight the many facets of our Asheville food scene – from those who produce locally to those who prepare it for our enjoyment. The festival's lineup includes grand tasting events, chef demonstrations, charitable collaborations and a unique array of hands-on experiences in and around town.

The festival board has made a statement about the direction they envision this inaugural event to take by hiring Angel Holmes as its Event Director. Mrs. Holmes has distinguished herself and cemented her credentials by founding and managing for many years the annual Charleston (SC) Wine and Food Festival, now a March mainstay of "Foodie" Charleston.

Tickets for Chow Chow, a celebration of Asheville's extraordinary culinary scene, are now on sale through the festival's website although some events are close to being sold out. Don't miss out! Chow down now! Visit www.chowchowasheville.com for more information and ticket purchases. While there, you can also subscribe to the festival's newsletter.

With OLLI's penchant for and culture of volunteering, Chow Chow will need volunteers and lots of them to help create a "top shelf" atmosphere for the festival. If you are interested in volunteering, those opportunities will be listed in June and announced via the Chow Chow website.

Chow Chow's Official Signature Sponsor is Hotel Arras and the Official Destination Sponsor is Explore Asheville.

Interested in making your own version of chow chow, the relish? You might want to give this recipe a go: www.myrecipes.com/recipe/chowchow

