

**North Carolina Alcoholic Beverage Control Commission  
INDUSTRY PROMOTION APPROVAL FORM**

**Please fill out completely – more information is better.** (address to include city, state and postal code)

Industry Member: New Belgium Brewing Company, Inc. ("NBB")  
Address: 500 Linden Street, Fort Collins, CO 80524  
Contact Person: Megan Emerton Title: Corporate Counsel  
Email: memerton@newbelgium.com Telephone number: ( 970 ) 494-7843  
If multiple industry members, check this box  and complete Attachment A (or comparable form)

Name of Event or Promotion: Chow Chow, an Asheville Culinary Event Series  
Date(s): June 27, 2021 - September 26, 2021 Times: Both in-person and virtual events scheduled  
Location of Event (business name): Numerous locations anticipated - See attached 2021 Event schedule  
Address: \_\_\_\_\_  
County: Buncombe County Location holds retail ABC permits: Y\* \_\_\_\_\_ N\* \_\_\_\_\_ \*Depends on Event  
Web address of event and/or venue: https://www.exploreasheville.com/chow-chow-culinary-festival/

Sponsored Organization (if any): ASHEVILLE CULINARY FESTIVAL INC., a North Carolina non-profit corporation  
Contact Person: Rebecca Lynch Telephone or email: rlynch@chowchowasheville.com  
Is a Non-profit Organization: Y X N \_\_\_\_\_ Non-profit obtaining ABC Special One-Time Permit: Y\* \_\_\_\_\_ N\* \_\_\_\_\_  
Will alcoholic beverages be: (1) \_\_\_\_\_ sold via cash sales; (2) X given away at a ticketed event; or  
(3) X given away with no requirement [beyond being 21 years of age] \*unknown  
Which organization will maintain possession and control of, and monitor the service of, the alcoholic beverages?  
NBB will donate the product to ASHEVILLE CULINARY FESTIVAL INC.  
What specifically will the industry member bring / provide / donate / sell / lend, and to which organization?  
NBB is paying \$10k to be a Level 3 sponsor the Chow Chow Festival, which includes participation in 2 Signature Events: the CarboHarvest (8/28/21) and the Burton Street Garden (9/25/21)

**Commission Use Only:**  
Conditions or restrictions on approval, reasons for disapproval, other comments:

Industry Member: New Belgium Brewing Company, Inc ("NBB")

Event: How Chow, an Asheville Culinary Event Series

Date: June 27, 2021 - September 26, 2021

Describe advertising / promotional materials (include examples or photographs if possible), the location of said materials and which organization will pay for each of the materials (to include, but not limited to, banners, aerials, inflatables, signs, radio, newspaper, internet, etc.) \_\_\_\_\_

NBB's logo and information will be on the "sponsors" section of the Event website, as well as a hyperlink to NBB's website, NBB's logo will be displayed at Signature Events, receive digital recognition for Virtual Series, be included in Event materials, including postcards, preview guides, and posters. NBB will also be included on eblasts and will receive social media recognition of sponsorship.

List other co-sponsors, supporters, participants (use additional sheets if necessary or attach promotional materials)

With ABC permits: NBB is not certain of the other co-sponsors of the Event. Based on the 2019 Sponsors, it is anticipated that there will be both co-sponsors with and without ABC permits. Please see attached Event Materials from 2019.

Without ABC permits: Please see attached Event Materials from 2019.

**Please provide any additional information not discussed above:**

The sponsorship is solely for the purchase of sponsorship and advertising rights and nothing shall require the purchase of NBB products, nor prevent or restrict the rights of any persons to purchase or not purchase any brand of alcoholic beverage which they choose.

Attachment A

Industry member: \_\_\_\_\_

Contact person / telephone or email: \_\_\_\_\_

Contribution / donation etc.: \_\_\_\_\_

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Industry member: \_\_\_\_\_

Contact person / telephone or email: \_\_\_\_\_

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Attachment - 2021 Event Schedule

# CHOW CHOW

AN ASHEVILLE CULINARY EVENT SERIES  
SUMMER 2021



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DESTINATION PARTNER

**ASHEVILLE**  
ExploreAsheville.com



# CHOW CHOW

SCHEDULE AT A GLANCE

## SUNDAY, JUNE 27, 2021

### APPALACHIAN PRIDE BRUNCH

More than one third of all LGBTQ Americans live in the South, and it's time to celebrate that. Join us for a drag brunch in honor of Appalachian Pride and a hopeful look into a world in which the human rights of LGBTQ persons are respected so that they are able to live with dignity: free from discrimination, persecution, and violence. Chefs Michelle Bailey, J Chong, Silver Cousler and Ashleigh Shanti will share their own personal stories about identity and equality, and how they have found family and community through cooking.

**Time:** 12:00 PM–3:00 PM  
**Venue:** Smoky Park Supper Club  
**Price:** \$75  
**Event Style:** Tapas & Drinks  
**Sponsor:** Blue Spiral 1

## THURSDAY, JULY 8, 2021

### NOURISHING COMMUNITY

Attempts to address food insecurity are significant and complex issues in our community, which ask us to balance both the immediate need for food with the need for true food justice. Come to the table for a shared meal and taste the difference between charity and justice in the work to achieve food security in our community. This event will highlight the work of several local organizations that focus on food security, including: We Give A Share, Southside Kitchen and Asheville Strong. Help us celebrate the innovation and collaboration happening in our community to address these important issues.

**Time:** Two Seatings  
1:00 PM–3:00 PM  
5:00 PM–7:00 PM  
**Venue:** Southside Kitchen  
**Price:** \$50  
**Event Style:** Flights & Bites  
**Sponsor:** Quility

## SATURDAY, JULY 10, 2021

### SOBREMESA

Sobremesa, literally “over the table,” is a word that describes the ritual of families and friends lingering over a meal to chat -- often into the early morning hours. It's when the food coma kicks in, but you just want to relax and be in each other's company, occasionally picking at leftovers or refilling your glass. In honor of Asheville's vibrant Latinx/Hispanic community, this event will celebrate the rich and diverse food traditions that stretch from Mexico to the Southernmost tip of Argentina. The meal will be accompanied by a thoughtful conversation highlighting the role of immigration in our region's foodways. Moderator Cass Herrington, reporter for Blue Ridge Public Radio, will be joined by Marianne Martinez, executive director of Vecinos; Sergio Fernandez, executive director of El Centro; and others for an engaging conversation.

**Time:** 12:00 PM–3:00 PM  
**Venue:** Salvage Station  
**Price:** \$125  
**Event Style:** Tapas & Drinks  
**Sponsor:** Sysco

### POLLINATING METAMORPHOSIS

The presence of diverse and healthy pollinators like butterflies, bees, moths, hummingbirds, and beetles is a signal that a landscape is functioning in beautiful harmony, at its highest expression of health and diversity. Pollinators ensure the continued existence of millions of plant species, as well as the animal species that depend on those plant species, including humans. Many pollinator populations are in decline, attributed to the mismanagement of the dynamic ecosystems that support our planet—pollution, the misuse of chemicals, disease, and changes in climatic patterns are all examples of what is causing shrinking and shifting pollinator populations. It's time for a metamorphosis in the way land is honored as a whole. Join Chow Chow and Kim Bailey, founder of Milkweed Meadows Farm and Phyllis Stiles, founder and director emerita of Bee City USA for a pollinator centered experience. From the farm fields to the forested mountaintops we invite you to an inventive dining experience that imagines the bravery of metamorphosis, and the synergy and abundance of intricate life that is supported when we honor the ecology of the land.

**Time:** 5:00 PM–9:00 PM  
**Venue:** Olivette Riverside  
**Price:** \$200  
**Event Style:** Multi-course Dinner

## THURSDAY, JULY 15, 2021

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### COCKTAILS & THE LANDSCAPE

Join us for a toast celebrating community and shared experiences! This virtual cocktail demonstration will explore crafting seasonal cocktails based on local ingredients, both farmed and foraged, reflecting the terroir of our region. Spirited cocktails and zero proof cocktails will be discussed.

#### VIRTUAL

**Time:** 7:30 PM–9:00 PM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## SATURDAY, JULY 17, 2021

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### PANTRY STAPLES: COOKING WITH KIDS

Gather your kids and join us for this virtual cooking demonstration highlighting healthy, affordable meals to cook with your kids using pantry staples. During the cooking demonstration, Jordan Diamond with FEAST Asheville will join a local Chef (and kids!) to walk you through how to inspire kids to feel at ease in the kitchen and to stop the hangry with just a few ingredients you likely already have on hand.

#### VIRTUAL

**Time:** 10:00 AM–11:30 AM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## THURSDAY, JULY 22, 2021

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### GREAT GRAINS

From bread to beer, pastry to pasta, and rice to spirits, grains are central to much of what we eat, drink and enjoy. Great Grains celebrates and educates about our regional grain shed, which connects farmers, millers, maltsters, chefs, bakers, brewers, distillers and you. Learn about our vibrant grain community from Jennifer Lapidus - Carolina Ground, David Bauer - Farm and Sparrow, Sebastian Wolfrum - Epiphany Craft Malt, and others, all while enjoying a delicious array of grain-based goodness.

**Time:** 5:30 PM–8:30 PM

**Venue:** Highland Brewing

**Price:** \$125

**Event Style:** Tapas & Drinks

**Sponsor:** GreyBeard Realty

## SATURDAY, JULY 24, 2021

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### A FIND DINING EXPERIENCE

Get a true taste of wild Appalachia! Expert foragers will share how to look for wild bounty in our region's fields and forests, and will share the rich history of these plants, as well as their use and importance to various cultures for culinary and medicinal purposes. This forage-to-table event will feature choice wild edibles from pickled spring ramps to freshly foraged wild mushrooms.

**Time:** 12:00 PM–3:00 PM

**Venue:** The Foundry Hotel

**Price:** \$125

**Event Style:** Tapas & Drinks

**Sponsor:** Mountain Valley  
Spring Water

### THE GRASS IS GREENER

From the farm to the butcher to the kitchen to your plate—join Chow Chow for a multi-course feast showcasing local pasture raised meats and dairy products. This immersive event will also include live-fire cooking and a whole animal butchery demonstration by Andrew Magazine, applied anatomist—butcher by trade, dancer by training, and homesteader by permacultural necessity. Author and activist Meredith Leigh and Rhyne Cureton, AKA “Pork” Rhyne, pork evangelist and international swine educator, will lead a fascinating discussion of the benefits of locally grown, pasture-raised meat and dairy, covering topics including land recovery, natural fertilizer, soil integrity, rotational grazing, carbon sequestration, and reduction of food waste.

**Time:** 5:00 PM–9:00 PM

**Venue:** Forestry Camp

**Price:** \$200

**Event Style:** Multi-course Dinner

**Sponsor:** First Bank

## THURSDAY, JULY 29, 2021

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### CHOCOLATE & CLIMATE CHANGE

Chocolate is made from cocoa, which is then dried and fermented seeds from the cacao tree. The trees are finicky and mostly grow in a humid 20-degree band to the north and south of the equator. This means nearly all cocoa beans come from a relatively small number of countries that are susceptible to the ravages of climate change. Join Jael Skeffington, co-founder and CEO of French Broad Chocolates, for a virtual moderated conversation about the impacts of climate change on chocolate and cacao farming and the work that is being done in the industry in response. Select a Chocolate Tasting ticket to be shipped a selection of chocolate to taste and enjoy during the program (must register by July 10).

### VIRTUAL

**Time:** 7:30 PM–9:00 PM

**Price:** \$15

**With Chocolate Tasting:** \$45

**Sponsors:** Roots Hummus  
Spicewalla Brand

## SATURDAY, JULY 31, 2021

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### NAVIGATING THE CHALLENGES OF REGIONAL STONE GROUND FLOURS

Regional stone ground flours elevate the flavor and tooth of baked goods but can also challenge the baker. Join two former bakers turned millers, David Bauer of Farm and Sparrow and Jennifer Lapidus of Carolina Ground, in a discussion on regional flour and the various avenues one can take in navigating one's way to success.

### VIRTUAL

**Time:** 10:00 AM–11:30 AM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## THURSDAY, AUGUST 5, 2021

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### PAELLA COOK-ALONG WITH CHEF KATIE BUTTON

From sofrito to "soccarat" (those delicious crispy bits!), Chef Katie Button of Cúrate: Tapas Bar, La Bodega, Wine Club and Trips will guide virtual guests through the timeless process of building layers of flavor, culminating in a glorious one-pan meal that's as perfect for entertaining as it is a weeknight treat. Order a paella starter kit today from Cúrate, and take it for a few test runs before the main event! \$50 from every paella kit sold to ticket holders will be donated to Chow Chow. Additional ingredient and recipe details will be shared prior to the event.

### VIRTUAL

**Time:** 7:00 PM–8:30 PM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## SATURDAY, AUGUST 7, 2021

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### CONTAINER GARDENING

No matter your space, you can grow fresh produce! Join Ona Armstrong, artist and gardener with Firefly Valley Arts & Wellness to learn about different container garden options for different spaces from a herb garden in your indoor kitchen window to a vertical salsa garden outside on your balcony or porch. The demo will also include tips on how to safely and creatively use found, recycled or repurposed materials for container gardens for edible plants.

### VIRTUAL

**Time:** 10:00 AM–11:30 AM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand



## THURSDAY, AUGUST 12, 2021

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### **OUT OF THE BOX: COMMUNITY SUPPORTED AGRICULTURE CHALLENGE**

Community Supported Agriculture is a model of food exchange that asks eaters to buy a share in the risk of farming to support local food systems. The typical structure is a consumer outlay of cash at the beginning of a farmer's season in exchange for a weekly box of local food throughout the year. The model has been lauded, widely adopted, and successful in the farm to table movement, but it also faces wide criticisms related to access and feasibility as a true catalyst for good food. To explore this topic with flavor, Chow Chow joins with chefs and thought-leaders for a CSA challenge that showcases out-of-the-box thinking about CSAs, using various examples from a typical seasonal weekly CSA share. Participants will enjoy bites and beverages from the creations that each chef unboxes and transforms into both fresh and fermented flavors. Meanwhile, different takes on the popular CSA model will be shared. This event aims to be a true example of a community exchange-of good food, thought-provoking discussion, and our ultimate common ground.

**Time:** 5:30 PM–8:30 PM  
**Venue:** WNC Farmers Market  
**Price:** \$50  
**Event Style:** Flights & Bites  
**Sponsor:** Sedera

## SATURDAY, AUGUST 14, 2021

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### **IT TAKES A VILLAGE**

Community is central to the human experience, giving us a sense of belonging to something greater than ourselves. Connecting with others through shared experiences directly impacts our physical, emotional and mental health. Join Chow Chow for a delicious meal and discussion celebrating how community is created and nourished in our region, specifically around the essential element of food. As you dine, you'll hear from neighbors Sunil Patel, who created the village-scale Patchwork Urban Farms in West Asheville; April Jones, founder of Pinehurst Farmers Market, which addresses food sovereignty in Columbia, SC; and Jeremy French and his team at Making Whole, a fine furniture studio and addiction recovery program built into the framework of a traditional apprenticeship program, where every day includes preparing and enjoying a shared meal around a communal dining table.

**Time:** 12:00 PM–3:00 PM  
**Venue:** Making Whole  
**Price:** \$125  
**Event Style:** Tapas & Drinks  
**Sponsor:** Sedera

### **TRIAL TO TABLE**

Join Chow Chow for a journey of agricultural rediscovery and culinary adventure! Based in Asheville, NC, the Utopian Seed Project is a hands-in-the-earth nonprofit committed to trialing crops and varieties in the Southeast to support diversity in food and farming. Chris Smith, Executive Director for Utopian Seed Project will share the organization's vision to create an engaged network of growers, gardeners, farmers, foodies, cooks and chefs to help celebrate this diversity. Over a shared meal showcasing crops and varieties being grown by the project at Franny's Farm, we will discuss an overarching vision to create food security in the face of climate change through diverse and regenerative agriculture.

**Time:** 5:00 PM–9:00 PM  
**Venue:** Franny's Farm  
**Price:** \$200  
**Event Style:** Multi-course Dinner  
**Sponsor:** Sedera

## THURSDAY, AUGUST 19, 2021

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### **RACIAL EQUITY & THE WINE INDUSTRY**

Join Icy Liu, founder of Asian Wine Professionals, for a virtual moderated conversation centered on how race and racial inequities show up in the wine industry, how the industry is working to address these inequities, and what you as a conscious consumer can do to support positive change. We will send you a few wine recommendations for you to purchase in advance at your local wine shop to enjoy during the program.

**VIRTUAL**  
**Time:** 7:30 PM–9:00 PM  
**Price:** \$15  
**Sponsors:** Roots Hummus  
Spicewalla Brand

## SATURDAY, AUGUST 21, 2021

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### EMBROIDERED NAPKINS WITH ECHOVIEW FIBER MILL

Learn to add a special touch to your dinner or cocktail napkins with an embroidery demonstration and class with Echoview Fiber Mill. Attendees will also learn about natural dyes, including dyes that can be made from kitchen scraps and plants in your own backyard. Attendees will receive a kit with naturally dyed threads (five colors), one cloth napkin, one embroidery needle and stitch templates from Echoview Fiber Mill in the mail prior to the class. (Must register by August 1 to receive kit).

### VIRTUAL

**Time:** 10:00 AM–11:30 AM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## THURSDAY, AUGUST 26, 2021

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### FERMENTING CHANGE

Explore the world of fermented foods with us! Fermentation is transformation. Fermentation preserves both our food and our cultural diversity and connects us to thousands of years of hands-on knowledge and ingenuity. The Southern Appalachian culinary and beverage community includes many devotees of this time-honored process. Join us for a delicious and informative dinner that showcases the many creative fermentation processes that are practiced in our region: kimchi, beer and kombucha, cheeses, chocolates, breads, coffee, sake, charcuterie, kefir, sour beers, hot sauces, natural wines, miso and pickled Appalachian produce. Meg Chamberlain of Fermenti will lead an engaging discussion, and guests will enjoy the opportunity to meet and shop with local makers, to bring some fermented goodness home!

**Time:** 5:30 PM–9:30 PM

**Venue:** Funkatorium

**Price:** \$200

**Event Style:** Multi-course Dinner

**Sponsors:** Venture Asheville

## SATURDAY, AUGUST 28, 2021

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### CARBON HARVEST

Let's re-store carbon on local farms and turn it into food! Carbon farming brings farmers and eaters together around healthy soils and delicious foods like fruits, nuts, berries and pasture-raised meats. It's called "carbon farming" because it uses land management practices that increase the storage of carbon in soils and plants on the farm. More carbon on the farm means less in the atmosphere, which is why carbon farming is also a great climate change solution! Carbon Harvest is a new Asheville-based initiative that helps farmers adopt carbon farming practices through a cooperative, community-powered program supported by individuals, local businesses and other organizations that are ready to invest in natural climate solutions in the Southern Appalachians. Enjoy a Carbon Harvest dining experience of innovative and creative tastes showcasing ingredients such as perennial fruits and vegetables, and pasture-raised meats and dairy. In between tasting plates, you'll learn more about this exciting new opportunity to support climate solutions that taste good.

**Time:** 12:00 PM–3:00 PM

**Venue:** Cultivated Cocktails

**Price:** \$50

**Event Style:** Flights & Bites

**Sponsor:** Earth Equity Advisors

### DIASPORA

Diaspora speaks to the dispersion of populations from their indigenous lands, usually by forced migration. And as both history and modern cuisine testify: where people go, food goes with them. Food concealed and preserved offered subsistence and resistance for scattered peoples, and also a seed of hope for continued culture and abundance in a new homeplace. In this way, culinary meetings and mashups from across the globe have resulted in the flavor and richness that is modern food. Join Chow Chow for an event exploring both the origin and the fusion of cuisine, an edible query into what is lost and what is gained when food and people migrate. With a meal and conversation that travels, from the traditional dish to the "ish dish"--cuisine that might be described as "Indian-ish", "Mexican-ish", or "Vietnamese-ish", for example--we will consider the challenges and opportunities presented by ingredient substitution, questions of appropriation, and the introduction of cuisines to unfamiliar palates. Ultimately, through flavor and community we will discover how the modern odyssey of the palate that is prompted by these ish-dishes can also inform a journey back to the acknowledgement of traditional roots.

**Time:** 5:00 PM–9:00 PM

**Venue:** Grove Arcade

**Price:** \$125

**Event Style:** Tapas & Drinks

## THURSDAY, SEPTEMBER 2, 2021

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### OYSTERS AS CRAFTED OBJECTS

What we eat, how it looks, how it is presented and served can all impact the dining experience. Bernie Herman, George B. Tindall Distinguished Professor of Southern Studies and chair of the Department of American Studies at UNC-Chapel Hill, is also an oyster grower on the Eastern Shore of Virginia and co-founder of the Eastern Shore of Virginia Foodways. In this virtual program, enjoy an engaging conversation between Bernie Herman and David Clemons, Spruce Pine, NC based metalsmith, moderated by Marilyn Zapf, Curator and Assistant Director with the Center for Craft, about form and function, materials and design - whether that be in growing oysters or in creating a work of art.

### VIRTUAL

**Time:** 7:30 PM–9:00 PM

**Price:** \$15

**Sponsors:** Roots Hummus  
Spicewalla Brand

## THURSDAY, SEPTEMBER 9, 2021

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### FOREST AS FARM

The forests of Appalachia can host an incredible diversity of delicious foods, making our region ideal for the practice of forest farming--a sustainable production system which helps keep a forest healthy by introducing more biodiversity. This practice introduces cultivated crops into forest settings by integrating trees and shrubs, offering up inventive ingredients to the food system while also offering environmental, economic and social benefits. Almost any plant or fungus that needs shade can be grown in a forest farming system. Join Chow Chow for mouth-watering tastes of the forests as you learn from Craig Mauney, local forest farmer and paw paw ambassador, and Bill Whipple, of the Acornucopia Project and Asheville Nuttery.

**Time:** 5:30 PM–8:30 PM

**Venue:** Hickory Nut Gap Farm

**Price:** \$50

**Event Style:** Flights & Bites

## SATURDAY, SEPTEMBER 11, 2021

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### SUSTAINABLE WATERS

Dive in with us for a tasting feast exploring sustainable seafood and fish from the mountains to the sea. Learn about the best choices you can make to ensure you are eating seafood and fish that are well managed and caught or farmed responsibly. Conversation will address the challenges and opportunities in the fish and seafood industry, and how we all, from the water to the plate, can work together for a more sustainable future.

**Time:** *Two Seatings*

11:00 AM–1:00 PM

2:00 PM–4:00 PM

**Venue:** Jettie Rae's Oyster House

**Price:** \$125

**Event Style:** Tapas & Drinks

**Sponsor:** Ecolab

## SUNDAY, SEPTEMBER 12, 2021

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### ROOT TO BLOOM

Root to bloom eating encourages us to enjoy our food to its full potential by using forgotten or often discarded parts of fruits, flowers and vegetables. This practice can increase the amount of edible food for consumption, using the same amount of resources, while also reducing food waste. Join Chow Chow for a flavorful vegetarian whole plant dinner, taking guests on a multi-sensorial dining journey starting from the seed in the ground all the way to the flower and its essence. This experience will leave you more mindful about food waste and aware of the benefits derived from eating plants in their entirety. Learn about natural plant-based dyes with a demonstration from Echoview Fiber Mill, including indigo and black walnuts, and dyes that can be made from vegetable scraps including onion skins and avocado pits.

**Time:** 12:00 PM–3:00 PM  
**Venue:** Yesterday Spaces  
**Price:** \$125  
**Event Style:** Multi-course Brunch  
**Sponsor:** Echoview Fiber Mill

## THURSDAY, SEPTEMBER 16, 2021

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### FARMERS MARKET COOK-ALONG

A fun virtual cook-along event! Join Chef J Chong of J. Chong Eats for a live Cantonese cooking demonstration. You will receive a market-inspired recipe and shopping list in advance. Shop at your local farmers market and have your ingredients ready to cook.

**VIRTUAL**  
**Time:** 7:30 PM–9:00 PM  
**Price:** \$15  
**Sponsors:** Roots Hummus  
Spicewalla Brand

## THURSDAY, SEPTEMBER 23, 2021

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### RECIPES FROM RABBIT'S MOTEL

Opened in 1948 by Fred "Rabbit" Simpson, Rabbit's Motel was a crown jewel of Black-owned Tourist Courts for African-American travelers in the segregation-era South, and provided lodging and soul-food dining for many Black travelers. Rabbit's Motel sat in the heart of Southside, a flourishing African-American community that was one of many early-Asheville vibrant Black communities in Asheville. SoundSpace@Rabbit's, opened in 2020, will create a creative arts hub in Asheville including music rehearsal studio space, soul food kitchen and artist studios, and will promote historic pride while embracing a model of diversity in the most authentic way possible, through music, art, community, and food. Join us for a lively event featuring music, drinks and bites inspired by the original Rabbit's Motel and Cafe.

**Time:** 5:30 PM–8:30 PM  
**Venue:** Smoky Park Supper Club  
**Price:** \$50  
**Event Style:** Tapas & Drinks  
**Sponsors:** Venture Asheville

## SATURDAY, SEPTEMBER 25, 2021

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### **BURTON STREET GARDEN GATHERING**

The past, present, and future of African-Americans in Asheville is a story of resilience. Join DeWayne Barton and Hood Huggers International for a Garden Gathering in the Peace Gardens & Market in West Asheville. Hood Huggers builds greater communication, connection and wealth in systematically marginalized neighborhoods in the Affrilachian region through the arts, environment, and social enterprise. The Peace Gardens & Market--a labor of love in the heart of the Burton Street Community--is a sanctuary for positive action, designed to create neighborhood food security, community cohesion, and a vibrant, sustainable local economy. The Gardens are also a vibrant sculpture park, featuring installations created by DeWayne Barton and other artists, telling a compelling story of social and environmental justice and black history. The Gardens will be activated with food, drink, art, music, poetry and performance.

**Time:** 12:00 PM–3:00 PM  
**Venue:** Peace Gardens & Market  
**Price:** \$50  
**Event Style:** Flights & Bites  
**Sponsor:** Sysco

## SUNDAY, SEPTEMBER 26, 2021

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### **FOOD STORIES**

Food is universal and central to all our lives. Chow Chow brings together diverse community leaders who will be paired with chefs to tell their stories through food. Each lived experience will inspire a multi-course, paired beverage tasting dinner, interpreting the personal stories through food. The Chefs & Narrators will share with us their stories, and the process for transforming a life story into a meal.

**Time:** 5:00 PM–9:00 PM  
**Venue:** Funkatorium  
**Price:** \$200  
**Event Style:** Multi-course Dinner  
**Sponsor:** Parsec Financial

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## OVERALL LEVEL SPONSORS



## NAMING RIGHTS SPONSORS

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Country Malt Group	Johnson Price Sprinkle PA	OpenTable	Sysco Charlotte
Duke Energy	Leah B. Noel CPA, PC	Panashe	USFoods
Ecolab	McKinney Insurance Services	Parsec Financial	What Chefs Want!
Ellington Realty Group	Mosaic Community	Peace Center	

## RESTAURANT & BEVERAGE LEVEL 1 SPONSORS

Biltmore Wines	Foothill Local Meats	Skyland Distributing Company	Vinnie's Neighborhood Italian
Brasstown Beef	Maker's Mark	The Lobster Trap	Wicked Weed Brewing
Corner Kitchen	Mother Earth Spirits	The Wine Group	

## RESTAURANT & BEVERAGE LEVEL 2 SPONSORS

Angostura Lemon Lime & Bitters	Barrit's Ginger Beer	Catawba Brewing Co.	Charleston Bloody Mary Mix	FIREWALKER Hot Sauce Company	Golden Fleece, Slow Earth Kitchen	Haywood Common	Mountain Food Products	Oak and Grist Distilling	Company LLC	pleb urban winery	Pure Fire Food	Red Stag Grill	River Over Run	Tupelo Honey
Bim Beri Bon	Black Mountain Brewing	Bone + Broth Restaurant + Bar	Buchi	Collaboratory	Copper & Kings American Brandy	Cultivated Cocktails								

## HOTEL PARTNER SPONSORS

AC Hotels Marriott	Aloft Hotels	Cambria Asheville Downtown	Chestnut Street Inn	Cumberland Falls Bed & Breakfast	DoubleTree by Hilton Asheville-Biltmore	Grand Bohemian Hotel	Asheville Hilton Garden Inn Asheville	Hyatt Place Asheville Downtown	Kimpton Hotel Arras	Pinecrest Bed & Breakfast	The Foundry Hotel	The Inn on Biltmore	The Omni Grove Park Inn
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## HOST SPONSORS

Aloft Hotels	Antidote	Benne on Eagle	Biltmore Estate	East Fork	Flying Cloud	French Broad Chocolates	Gaining Ground Farm	Hickory Nut Gap Farm	Highland Brewing Company	Isis Kitchen Restaurant & Music Hall	Kimpton Hotel Arras	La Fete @ Bouchon	LaZoom Tours	Lexington Glassworks	Looking Glass Creamery	Rhubarb	Salvage Station	S&W Building	The Omni Grove Park Inn	Thomas Wolfe Memorial	Warren Wilson College
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## SUPPORTERS

Asheville Community Theatre	Charleston City Paper	H2O Easy Water Filtration	LeBlanc CPA Limited	Smoky Mountain Living Magazine	Speaking of Travel	The Asheville Masonic Temple	The Crunkleton	Vintage Indigo Rentals
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