



August 5, 2011

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

2011 Denver International Wine Festival  
Pairsine Chef's Food & Wine Pairing Competition (formerly Taste of Elegance)  
Thursday November 3, 2011, 6 to 9pm  
**New! Location:** Wings Over The Rockies Air & Space Museum, Denver, CO

Dear Chef,

I am writing to personally invite your participation in Wine Country International® magazine's 7th Annual Denver International Wine Festival.

The 2011 Denver International Wine Festival activities actually begin in September when we assemble a distinguished panel of wine experts to judge the Denver International Wine Competition. This two-day wine competition is conducted double blind to yield the fairest, unbiased results. In 2010, we awarded 223 medals. Website: [Denverwinecomp.com](http://Denverwinecomp.com)

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

Formerly called *The Taste of Elegance*

Only 2011 GOLD medal-winning wineries will be invited to participate in this special "live" Chef's food & wine food pairing competition, featuring 20 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 500 guests.

**HOW IT WORKS:**

As a participant, you will receive (2) Gold Medal wines in late October. You will use the wines to develop culinary creations for pairing with the wines.

On November 3, 2011, you will cook your custom dishes at the "Pairsine Chefs Competition" providing samples to all attendees. Winery representatives or volunteers will be on hand to pour your designated wines (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 **Peoples Choice Chef, Best Chef, Most Creative Chef** and **Honorable Mention Chef** of The Denver International Wine Festival.

PO Box 6023  
Broomfield, CO 80021  
Tel. 303 664-5700 • Fax 303 648-4199



### **BENEFITS TO YOU AND YOUR RESTAURANT:**

The Denver International Wine Festival receives major local media coverage as well as publicity in our internationally distributed magazine, Wine Country International®. With an audience of more than 300,000 readers, WCI is well respected as a leading wine, food & travel magazine. Our readers are affluent luxury travelers who work hard and play hard.

For 2011, 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 Wine Festival websites with hot links to your restaurant website. We have also partnered with numerous media outlets to market this event via email, social media, print and radio.

### **Pairsine Book:**

Wine Country Network has plans to publish a Pairsine Cookbook loaded with recipes, pairings and photos of winning dishes.

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

1) All food/ingredients for the samplings. Foods can be appetizers, salads, entrees or deserts...its up to your imagination.

**Quantity:** Up to 500 guests.

2) Portable cooking equipment, hot boxes, sauté kits, serving tools.

**Note:** The Wings Over The Rockies Air & Space Museum has a small room that is suitable only for prep work. It is best that you bring portable equipment.

3) Promotional materials for your restaurant.

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### **FOOD SPONSORS:**

Several food sponsors have offered to provide participating chefs with main ingredients;

•Red Bird Chicken • Tender Belly (Pork & Bacon) •Snow Creek Ranch (Beef)

*We will make their contact information available to participating chefs.*

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### **WHAT WE PROVIDE:**

We provide special festival sampling plates, cutlery & festival wine glasses to all guests.

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**HOW YOU ARE JUDGED:**

- Quality of Dish
- Originality of Dish
- Plating & dish design
- Compatibility with wine (pairing)

A panel of industry professionals will judge your dishes and determine the Best Chef, Most Creative Chef and Honorable Mention Chef Awards. All consumer attendees get to vote for The People's Choice Chef.

**VALUABLE PRIZES!**

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

- Thermador •Big Green Egg • All-Clad
- California Wine Country Stay At A Winery (from WineCru)

Thank you for your consideration and interest! We invite you to complete the attached application and mail or fax it in to us no later than September 5, 2011.

Cordially,

Christopher J. Davies

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

**Follow us on Twitter:** <http://twitter.com/#!/DenverWineFest>

Tweet trend us: #pairsinedenver

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DENVER INTERNATIONAL WINE FESTIVAL  
PAIRSINE CHEFS FOOD & WINE PAIRING  
Thursday November 3, 2011

## **CHEF APPLICATION**

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

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

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

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

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

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

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

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

Restaurant personnel:

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

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

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

### **Event hours:**

Chef Set-up: 3:00 to 5:45pm

New! VIP Reception: 4:30 to 6:00pm

General Public: 6:00 to 9:00pm

Food Serving: Judges 5:00 to 7:00pm

Consumers 7 to 8:30pm

Award Ceremony: 9:00pm

Break down: 9:30 to 10:30pm

Venue: The Wings Over The Rockies Air & Space Museum, Denver

I agree to participate in the "Taste of Elegance" food and wine pairing competition on Thursday November 3, 2011. Deadline for entry is September 5, 2011.

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

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2011 Denver International Wine Festival- Pairsine Chefs Food & Wine Competition

## **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 to us for use in the festival promotional materials & Publicity. Please email the image (JPEG) to [info@denverwinefest.com](mailto:info@denverwinefest.com)

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

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

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

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

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

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