



FOR IMMEDIATE RELEASE:

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TerraVita Sixth Annual Food & Drink Festival

First Annual 'Hill Fire: Pits, Spits & Grills' Dinner

JBF Award-Winning Guest Chefs

Expanded "Sustainable Classroom" Series

Tickets on Sale Now

[Chapel Hill, NC, July 22, 2015] – TerraVita Food & Drink Festival (www.TerraVitaEvent.com; October 8-10, 2015; @TerraVitafoodie) – named one of the “10 Southern Food Festivals You Need to Taste” by *The Atlanta Journal-Constitution* and “4 Can’t Miss Southern Food Festivals” by *PeterGreenberg.com* – has earned its reputation as a premier culinary event in the Southeast because of its commitment to spreading the gospel of sustainable food and drink, and working with award-winning chefs, authors, producers and farmers. Tickets are now on sale for all festival events at www.TerraVitaEvent.com.

This year, TerraVita expands upon its signature education series – **the Sustainable Classroom** – by kicking off the festival weekend with a featured discussion honoring those who use their culinary influence and capital to do good in our community. Industry luminaries, from across the region will connect us with their stories and causes, first independently, then together on a panel. Half of the proceeds from this event will be divided among the charities and causes highlighted by the speakers. “TerraVita is about sharing this passion for sustainable food and drink, but it’s also about developing and supporting community. This event offers the perfect opportunity to connect with each of our speakers in a very personal way and highlight the causes that are near and dear to each of them,” explained founder Colleen Minton. The event will kick off the festival weekend on Thursday at 3 pm with cocktails and light snacks. Tickets are \$45.

Following this premier panel, TerraVita celebrates North Carolina’s rich culinary scene with a family-style dinner, **THE CAROLINA TABLE: East Meets West**. Chef Steven Greene of Herons in The Umstead Hotel and Spa in Cary, NC, Chef Sean Fowler of Mandolin in Raleigh, NC, Chef Jim Noble of Noble’s Restaurant in Charlotte, and Pastry Chefs Krystle Swenson of Standard Foods and Andrew Ullom of AC Restaurants – both in Raleigh – are just a few of the chefs who will collaborate, shining a light on artisanal producers throughout the state. Local food artisans whose cheeses, meats, artisan breads,

brews and spirits are highlighted in each dish will dine among guests. The dinner will be held at Top of the Hill's Great Room, and the cost per ticket is \$100.

Following dinner, revelers will join **Border Springs' Craig Rogers** for his wildly popular "**LAMBS & CLAMS**" event. Rappahannock Oysters, alongside celebrated chefs, brewers and spirit producers, will join Rogers and his cowboy cauldron for light, lamb-centric fare featuring his pastured Virginia lamb and Rappahannock's shellfish. "Lambs & Clams" will be held at Southern Season's courtyard at The Weathervane. Tickets are \$55 per person.

On Friday morning, **THE SUSTAINABLE CLASSROOM** – a hallmark of TerraVita – introduces visionary producers, chefs, journalists and cookbook authors for culinary workshops, food and beverage tastings, demonstrations and panel discussions which range in topic, but share a focus on sustainability. Participants may choose to attend up to five 1-hour and 15 minute classes, which take place Friday, October 9, from 9:30 am until 2:30 pm; and Saturday, October 10, from 9:30 am until 12:45 pm. Classes will take place in two locations – at Southern Season's Cooking School and at Top of the Hill's Great Room. Passes can be purchased for Friday or Saturday separately, for \$65 and \$55 respectively. The Friday pass includes three classes and the Saturday pass includes two classes. There is also a two-day class pass that offers the maximum number of classes (five total) for \$110. Classes and notable participants and talent are below:

Waste Not: Scraps, Bites & Bits

Betsy Andrews of Organic Living, Chef Scott Crawford of Standard Foods and more

Me, Myself & Ribeye: And Exploration of Home Butchery

Jennifer Curtis of Firsthand Foods, Cheetie Kumar of Garland, Clay Trainum of Autumn Olive Farm and more

Beyond the Bar: Cocoa from Salty to Sweet

Andrea Weigl of The News & Observer, Jael Rattigan of French Broad and Daniel Benjamin of Lucettegrace

Lands of Milk and Honey: An Exploration of Terrior in Wine & Cheese

Elizabeth Cooper of Southern Season, Inez Ribustello of On The Square, Max Kast of The Fearington House, Alexander Kast of Goat Lady Dairy, Hilary Schmidt of Boxcarr Handmade Cheese, and Matt Hart of Capriole Cheese

Apple of our Eye: Cider & the Apple

Maggie White of The Local Palate, Diane Flynt of Foggy Ridge, Mattias Hagglund and Chef Joe Sparatta of Heritage

NC in Five Plates

Robert Moss, Sean Lilly Wilson of Fullsteam, Elizabeth Cooper of Southern Season, Tom Barbitta of Cheerwine and more

Spirited: The Souls & Stories behind the Cocktails

Robert Moss, Scott Maitland of TOPO Distillery, James Clark of The Carolina Inn and more

Praise the Lard: Show & Tell with a Misunderstood Fat

Jennifer Cole, Phoebe Lawless of Scratch,
April McGreger of Farmer's Daughter, and Angela Salamanca of Centro

Sour Power House: Demystifying Sour Beer with Haw River Farmhouse Ales & Edmund's Oast Margo Knight Metzger of NC Craft Brewer's Guild, Ben Woodward of Haw River Farmhouse Ales, and Chef Isaiah Allen of The Eddy Pub and more

This year, TerraVita celebrates sustainability with a new dinner to rival all others – **HILL FIRE: Pits, Spits & Grills**. On Friday, October 9, TerraVita will host a collaborative feast with the region's best chefs, pitmasters, and farmers. **Chef Ashley Christensen** of AC Restaurants and Fig's **Jason Stanhope** – the **James Beard Foundation's two most recent "Best Chefs" of the Southeast** – will be featured. **Joe Sparatta at Heritage** in Richmond and **Clay Trainum** from **Olive Autumn Farm** in Virginia's Shenandoah Valley will join us, as well as **Sam Jones of Skylight Inn** from Ayden, NC. From this region, **Chef Ben Adams, The Pig Whistle's Wyatt Dickson** and **Green Button Farm** – of the soon-to-open **Picnic** in Durham – will serve whole hog BBQ using the farm's peanut-finished heritage breed hogs. Some of **North Carolina's best craft brews** will be tapped, alongside **Wine Authorities' superior boxed wines** from small family farms, and spirits from local producers, including **Broadslab Distillery**. **HILL FIRE** will be held at Town Commons in Carrboro, and the cost of each ticket will be \$75.

TerraVita culminates on Saturday, October 10, with the **GRAND TASTING ON THE GREEN** at Southern Village, featuring tastings from more than 40 chefs & artisans from across the state. Additionally, more than 100 sustainably-produced beverages from around the globe will be served, including: organic coffee; biodynamic, organically-grown and natural wines; and sustainably-produced microbrews and spirits. Guests also will enjoy cookbook signings and intimate interaction with chefs, artisans and beverage producers from across the state. The all-inclusive ticket is \$75; designated driver tickets are available for \$60.

"TerraVita would not be possible, if not for the continued support from the community and beyond," said Minton. "The Chapel Hill/Orange County Visitors Bureau, Southern Season, TOPO Distillery, Top of the Hill, Performance Subaru, Pate Dawson – Southern Foods, the Chapel Hill Carrboro Chamber of Commerce, The Local Palate and Our State magazine have supported the event in multiple ways and continue to encourage more growth and visibility each year to showcase the best our region has to offer."

Once again, TerraVita is once again offering a limited number of 3-day passes – **THE WHOLE SHEBANG** – for \$475. The pass includes admittance to all TerraVita events, including the kick-off event, two dinners, two after parties, class passes on Friday and Saturday, and the Grand Tasting.

Each year, TerraVita sets the ambitious goal of producing a **zero waste** event, and each year, succeeds. Thanks to a strategic partnership with Orange County Solid Waste Management and Brooks Contractors, a commercial composting company located in Chatham County, TerraVita employs the intensive use of compostable and recyclable goods and recycles or composts nearly all of the waste produced at the event.

For updates, follow @TerraVitaFoodie on Twitter and Instagram, TerraVita Food & Drink Festival on Pinterest and Facebook. www.terravitaevent.com

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