



CONTACT:

Jessica Keener, Monterey County CVB
(831) 657-6413; cell: (917) 450-0210
jessica@seemonterey.com

FOR IMMEDIATE RELEASE

CHEF JOHN COX BRINGS A TASTE OF MONTEREY COUNTY TO THE PEACH STATE

Guest Chef at the 2016 AquaCurean Gourmet Seafood and Spirits Celebration

MONTEREY, Calif., August 18, 2016 – After a successful opening of his latest venture and highly-anticipated Cultura Comida y Bebida in Carmel-by-the-Sea, Chef John Cox will be headed across the country to Savannah, Georgia, for this year’s AquaCurean Gourmet Seafood and Spirits Celebration. Cox will be bringing the flavors of Monterey County as a guest chef at the event, which will be held on August 26–28, 2016, at The Westin Savannah Harbor Golf Resort and Spa. Cox will join five other guest chefs for the “Chef’s Showcase: A Mediterranean Experience,” a five-course culinary journey with paired cocktails and spirits, and will also be participating in the exclusive “Event Haus VIP Premium Pour.”

Chef Cox will be bringing a couple of his favorite Monterey Bay ingredients to Savannah including red abalone and fresh squid, two of the most iconic ingredients in California which have helped shape our local history. In addition, Cox will be creating a ceviche with Atlantic spiny lobster, one of his favorite East Coast seafoods. He will also present a special gift from Monterey County to Gray’s Reef National Marine Sanctuary.

“I’m incredibly excited to visit Savannah! Not only is the city a vibrant culinary destination, it is also home to one of the East Coast’s largest marine sanctuaries,” says Cox. “Here in Monterey, sustainability and ocean stewardship are deeply woven into our community; and I can’t wait to learn more about the work they are doing at Gray’s Reef.”

“We have been using culinary theater to tell the broader tale of Monterey County’s incredible experiences to inspire travel from across the country,” says Tammy Blount, President and CEO of the Monterey County Convention and Visitors Bureau. “Chef Cox is one of our best brand storytellers, and we are proud to have him represent our destination by showcasing the bounty of our region.”

From the verdant Salinas and Carmel Valleys to the watery refuge of Monterey Bay National Marine Sanctuary, Monterey County offers everything from farm to table and sea to sustainable platter year-round. Monterey Bay Aquarium’s Seafood Watch program also helps consumers and business make choices for a healthy ocean by choosing seafood that is fished or farmed in ways that protect sea life and habitats. The unparalleled culinary tradition in Monterey County sprouts from a perfect mix of climate and geology that combine to nurture produce of all kinds. With 40,000+ acres of vines and nine different American Viticulture Areas, this region’s bounty of harvest bursts with an abundance of unique offerings. It’s the combination of inventiveness, craftsmanship, sustainability and breathtaking scenery that makes Monterey County the ideal destination for food and wine lovers.

ABOUT CHEF JOHN COX

Chef John Cox has had a passion for food and restaurants for as long as he can remember. As a member of the Seafood Watch program of the Monterey Bay Aquarium during his tenure at Post Ranch Inn and Sierra Mar, Cox wrote extensively and became a proponent of local food and sustainability for Edible Monterey Bay. His newest venture Cultura Bebida y Comida, a contemporary Mexican restaurant and Mezcal bar, opened in August; and he plans to once again become an active member of the Seafood Watch program. Cox had also developed a method for clearing plates with compressed air, all but eliminating the need for a “pre-rinse” hose while California was facing the height of a historic drought in 2015. The idea quickly caught on, and hotels and restaurants around the world contacted Cox to see how they could install their own air system. With the potential for a daily water savings of 800 gallons per restaurant, per day, even city governments took note, offering to work with Cox to develop the idea and make it available to businesses, a project he continues to develop at present.

ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (MCCVB) is a 501©6 organization that drives tourism for Monterey County and in recent years has led the destination to record levels of growth. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.7 billion in 2015, representing a 4.5 percent increase from 2014, and per person/per day spending rose to \$333. Visitors in 2015 also generated \$109 million in local tax receipts, a 7.4 percent increase and supported 24,390 jobs.

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