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For Immediate Release

2011 Kentucky State Fair News & Events

Louisville, Kentucky (July 15, 2010). . . Kentucky's 40,000 Beef Producers are once again the proud sponsor of the **2011 Gourmet Garden** at the Kentucky State Fair. The **Gourmet Garden**, located in the air-conditioned South Wing Lobby A, showcases daily educational and entertainment events from culinary professionals from across the state of Kentucky. The **Gourmet Garden** has won the International Association of Fairs and Expositions' Award of Excellence in 2004, 2006, 2008. (The full Gourmet Garden schedule is attached.)

The Gourmet Garden will once again feature the **Texas Roadhouse Road Show** that will take place daily from 3 to 4 p.m., except Saturday, August 20, which will be from 11:00 a.m. to 12:00 p.m. Chefs from Texas Roadhouse will take the crowd through **Beef 101** and will go over all aspects of beef – from purchasing to preparing it on the grill. It promises to be a tasty and interactive audience-driven event.

On top of the Gourmet Garden the Kentucky Beef Producers' will also host the "**Beef Basics**" exhibit all throughout the fair. The exhibit has been updated and entails six stations that emphasize literacy, math, practical living, and physical activity applications. The goal of the program is to help youth see how important it is to know kitchen basics, highlight nutritional needs, make good food choices, and live an active lifestyle. **It will be located directly behind the Gourmet Garden in the South Wing Lobby A - open from 10 a.m. to 4 p.m. weekdays and 12 p.m. to 4 p.m. weekends.**

This is also the 9th year for the **Cast-Iron Chef** competition held daily from Thursday, August 18 through Sunday, August 28, at the **Gourmet Garden Stage** from 1:30 until 2:30 p.m. Kentucky's finest chefs will compete using secret ingredients and share their delicious recipes with Fairgoers. Three lucky Fairgoers will be selected from the audience by Host Chef Dean Corbett to serve as the official taste-testing judges. Cast-Iron Chefs this year include: **Chef Hollis Barnett of Varanese Restaurant, Chef Pete Robledo of St. Matthews Catering, Chef Jeff Bridges of Jack Fry's, Chef Ian Tolotti of Porcinis, Chef Roberta Cattani, Chef Richard Lowe of Coach Lamp Restaurant, and many more!** (The full chef schedule is attached.) Some of the chefs will also get help from "celebrity chefs" representing the media, sports teams and television shows.

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Other activities at the **Gourmet Garden** include:

- Taping of *Secrets of Bluegrass Chefs Live!* On Saturday, August 20 from 3 to 4:00 p.m. with demonstrating and hosting.
- Discover the Interactive Power of Protein Meat Case which showcases the various cuts of beef by logging on to www.BeefItswhatsfordinner.com or www.kybeef.com
- Also stop by to see various 29 Leans Cuts of Beef located directly behind the Gourmet Garden.
- Demonstrations on delicious and nutritious beef dishes.

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The Kentucky Beef Council is funded by The Beef Checkoff Program, which was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.