



# STATE OF IDAHO



C. L. "BUTCH" OTTER  
GOVERNOR  
CELIA R. GOULD  
DIRECTOR

FOR IMMEDIATE RELEASE  
February 25, 2014

Contact: Kim Polzin  
Office: 208-332-8532 or  
208-332-8500

## **Idaho Food and Wine Showcased at First Culinary Celebration in Chicago**

*Select Producers and Commodities Band Together to Expand Key Market*

Boise, Idaho (February 25, 2014) – The Idaho State Department of Agriculture (ISDA), in collaboration with a delegation of Idaho agricultural companies and commodity organizations, coordinated a series of culinary events in Chicago on February 20-21. Idaho companies met with foodservice restaurateurs, chefs, distributors, culinary educators, and the press to sample and promote superior Idaho products.

Idaho representatives participated in four key events including an Idaho Customer Appreciation Reception, hosted by Celia Gould, director of ISDA, a Media and Foodservice Educators Reception at the prestigious Kendall College, and an Idaho grill-off using Idaho beef, onions, and potatoes at the Weber Grill Academy. Additionally, students from area culinary colleges participated in a Young Chef Competition featuring Idaho products at a cook-off held at Le Cordon Bleu College. The top three finalists won scholarship awards of \$1,500 for first, \$1,000 for second, and \$500 for third-place finishes. The winning recipe featured a potato and gouda crusted trout, an Idaho potato blini, and a USA onion red chutney served with white sturgeon caviar.

USA Onions/Idaho-Eastern Oregon Onion Committee and the Idaho Potato Commission were primary sponsors of the Idaho Culinary Celebration in Chicago. Six additional Idaho companies—Clear Springs Foods, Agri Beef Co., 13 Foods, Fish Processors of Idaho, Southwind Farms, and Glanbia Foods—rounded out the Idaho participants. Idaho potatoes, onions, beef, pork, trout, caviar, catfish, sturgeon and cheese were promoted at the key events in Chicago. Idaho wines and vodka also were served at both receptions.

"The culinary celebration in Chicago was a great success at showcasing Idaho products to a city full of top-notch culinary institutions, educational facilities, restaurants, and chefs," Gould said. "I'm confident the promotion has provided opportunities for Idaho companies to build and expand their business in Chicago—a market with enormous potential for Idaho's diverse array of agricultural suppliers."

The delegation included Idaho companies looking to expand sales, build distribution networks in Chicago, and strengthen existing customer relationships. Several participants have been doing business in Chicago for years while others explored the key foodservice market for the first time.

Alan Kahn of Clear Springs Trout in Buhl, Idaho, commented that "the Idaho Culinary Celebration in Chicago helped us to communicate the value and quality of our products to chefs and chef educators. It provided us

some well-deserved publicity about not only the diversity of our product line, but the diversity of all products within the state. I believe it gave the chefs new information to think about when they choose what products to use in the future.”

For more information about Idaho Culinary Celebration in Chicago events and activities, contact Kim Polzin at [kim.polzin@agri.idaho.gov](mailto:kim.polzin@agri.idaho.gov) or (208) 332-8532 or 332-8500.



Students prepare Idaho products at the Young Chef Competition at Le Cordon Bleu College