



For more information:
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New Features:

TASTE ADDISON KEEPS COOKING UP SOMETHING NEW

New features at TASTE ADDISON 2010 provide interactive opportunities

Year after year *Taste Addison* continues to serve up one of the best events in North Texas. However, in addition to all the fabulous food and fantastic music, the idea of *Taste Addison* has expanded with several new features designed to get more people in on all the fun. At this year's *Taste Addison*, May 21-23, Taste: the Competition, Salsa Sunday and a contest to win a trip to Napa to the Robert Mondavi winery are have been added to the menu of new features you can enjoy.

Taste: the Competition

Everyone's got their favorite food pick at *Taste Addison*, but this year the restaurants are bringing something new their kitchens! Addison restaurants are competing for the 2010 official *Taste Addison* entrée, but they need your vote! May 1-May 31 visit any of the 17 participating restaurants to taste their entry and cast for your favorite selection on www.addisontexas.net or at the Information Booth at *Taste Addison*. All votes and a specially selected panel, including epicurean expert Ted Allen, will select the Grand Prize winner. *Allez cuisine!*

Restaurants participating in Taste: the Competition:

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| The Back 9 | Humperdink's Restaurant and Brewery |
| Blue Mesa Grill | The Londoner |
| Café Brazil | Manny's Uptown |
| Café Costa at the Marriott Quorum | Scarlet Ibis |
| Chamberlain's Fish Market Grill | Selim's Done Kebap House |
| Chamberlain's Steak & Chop House | Sherlock's Baker St. Pub & Grill |
| Ferrari's Italian Villa | Twin Peaks |
| Ghengis Grill – The Mongolian Stir Fry | VOLOS Taverna |
| Greenz, salads for Z' adventurous | |

And just like your favorite reality food show, Taste: the Competition brings all the drama from the restaurants' kitchens to your computer screen. Tune in to the new video series, "Taste: the Competition," created and produced by Second Thought Theatre. Get a glimpse of what it takes to survive in the restaurant business and see what these restaurants have created for a chance to be the winner of Taste: the Competition. The series airs May 12-14 on www.addisontexas.net.

Salsa Sunday

Sunday is getting spicy at this year's *Taste Addison* with Salsa Sunday. A celebration of food and music, *Salsa Sunday* starts at noon at the Bowl Stage with the sounds of Havana NRG and Sazon. Learn how to move to the beat with salsa lessons by The Dance Council.

NEW AT TASTE ADDISON – ADD1

Then the heat turns up when the champion of the *Taste Addison* Salsa Competition takes the Taste Showcase stage at 3 p.m. to demonstrate their winning recipe. Think your mix of tomatoes, onions and that secret ingredient makes the perfect bowl of salsa? Local foodies are invited to enter the first-ever *Taste Addison* Salsa Competition, sponsored by Savoye at Vitruvian Park. The winner wins a spot on the Taste Showcase stage with legendary chefs like Ted Allen and Richard Chamberlain. Rules and regulations may be found on the *Taste Addison* website, www.addisontexas.net. Recipe submissions are due May 7.

Event Information:

Win a trip for two to Napa Valley: The vacation includes round-trip airfare for two from Dallas to San Francisco, two nights hotel accommodations, transportation and VIP tour and tasting at Robert Mondavi Winery. Visit www.addisontexas.net for more information and rules. Get your entry form at local DFW Albertsons' customer service counters. Contest ends 5/31/10.

Spend the Night in Addison: Make it a *Taste Addison* weekend with the "Spend the Night in Addison" hotel package. Packages include hotel specials ranging from \$49-89, two free admission tickets, \$10 in Tasty Bucks and many restaurant special coupons. For more information, visit: www.addisontexas.net.

For the most current schedule of this year's *Taste Addison* entertainment, demonstrations and a complete list of hotel and restaurant specials, visit <http://www.addisontexas.net/events/tasteaddison>.

Date: *Taste Addison* 2010
May 21-23, 2010

Friday, May 21	6 p.m. – Midnight
Saturday, May 22	Noon – Midnight
Sunday, May 23	Noon – 5 p.m.

Location: Addison Circle Park
4970 Addison Circle Drive, Addison, Texas 75001

Tickets: Gate Admission - Adults: \$5 before 5 p.m./\$15 after 5 p.m.
Children 3 and under are free.

Discount Tickets – Discount tickets (\$10 anytime) are sold at DFW area Albertsons beginning April 21.

Additional ticket information is available online at www.addisontexas.net

Sponsors: Lincoln/ Mercury, Albertsons, Bud Light, Jack FM, Lite FM, Time Warner Cable, Robert Mondavi Discover Wine

General Info: Call 1-800-ADDISON or visit www.addisontexas.net.

Media: For media inquiries, including interviews, photos, b-roll, etc. contact Autumn Rose Reo at 940-367-0295 or autumn@shiomassouthwest.com.

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