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Great Performances & City Winery Second Annual Latke Festival Goes Global

For Immediate Release:

New York (NY) – Due to the sell-out response last year, Great Performances launches their 2nd Annual Latke Festival in conjunction with Hudson Square neighbor City Winery. The Latke Festival pits chefs against each other to win the people’s choice award and be crowned the Latke Champion. Over 300 hundred people attended last year’s event and this year’s event is expected to draw similar crowds. The theme for 2010 is “A Taste of the World”, with five chefs re-interpreting the beloved potato pancake with an international approach.

Participating chefs and their region of focus include:

Tim Sullivan – Executive Chef, **BAMcafe/Dizzy’s Club Coca-Cola** - American

Jack Kiggins – Executive Chef, **Plaza Hotel Grand Ballroom** - Cuban

Liz Neumark – CEO, **Great Performances** - Israeli

Marc Spooner – Executive Chef, **Great Performances** – Russian

Matthew Riznyk – Sous Chef, **Great Performances** – Chinese

Live music will be supplied by Sasson, a Jewish ensemble based in Seattle, known for their crowd-pleasing eclectic blend of musical influences from around the world.

From latke mavens to latke novices, one thing is certain; the seasonal fried potato dish has not lost its appeal. Get your tickets today and come celebrate with the 2nd Annual Latke Festival. Tickets are \$30 each plus tax.

About Great Performances

Great Performances brings consummate culinary skill and originality to the table. The company, founded in 1979 by Liz Neumark as a staffing service for women in the arts, is now an acknowledged leader in the high-profile events arena and has carved out a niche as the foodservice partner of some of the city’s most prestigious cultural institutions including Frederick P. Rose Hall, Home of Jazz at Lincoln Center; Brooklyn Academy of Music; Sotheby’s; Apollo Theater; and El Museo del Barrio. The company also operates the Grand Ballroom at The Plaza Hotel. Great Performances is the only catering company nationally to own and operate its own organic farm, Katchkie Farm in Columbia County, New York. The Company pioneered the 100-Mile Menu (www.100milemenu.com) bringing sustainable food to the forefront of the special events industry. For more information on Great Performances, visit www.greatperformances.com.

About City Winery:

City Winery, located in Soho's Hudson Square, is Manhattan's first winery in 40 years. Beyond offering members the chance to make their own private-label wine, City Winery is also a world-class wine bar, live music venue and private event space. This state-of-the-art, interactive, educational and social space is the place where wine enthusiasts of all stripes gather to taste, network and enjoy the exclusive benefits of being part of Manhattan's dynamic new wine community.

City Winery's wines are made from top quality grapes sourced from some of the best vineyards in North America, from big California Syrah and Cabernet Sauvignon, to elegant Oregon and Washington Pinot Noirs. In addition to their award-winning bottled wines, seasonal selections are available from an innovative tap system that permits the wines to be tapped straight from the barrel to the glass. No Corkscrew needed.

The 21,000sq-ft space is also available for special events, whether an intimate dinner in the Cellar Private Dining room, a small company party in the picturesque Winery, or a full gala cocktail party, City Winery's professional team successfully executes memorable events for its clientele.

Visit www.citywinery.com for more details.