



September 25, 2019

**RE: Pairsine Chefs Fine Food & Wine Pairing Competition- Downtown Denver-
Thursday, November 7, 2019, Presented by Wine Country Network.**

Dear Chef,

Pairsine is the combination of the words "Pairing and Cuisine." Pronounced (Pair-Zeen), this competition is more than producing a pretty plate. It is about challenging a chef's ability and understanding of wine and food pairing. Chefs are assigned two different highly rated wines and must create/invent a food pairing for each wine served in bite portions on competition day. Pro judges and attendees taste the food pairings with the wines and vote for their favorite pairings.

Wine Country Network first launched this event at the 2006 Denver International Wine Festival. It immediately became a big hit. For the first three years, Hosea Rosenberg, Executive Chef at Jax Fish House in Boulder reigned champion, before moving on to win Bravo's "Top Chef" Season 5.

We are excited to announce another edition of Pairsine Chefs Fine Food will be rolling into downtown Denver on Thursday, November 7, 2019.

Our editorial team from Wine Country International Magazine is now soliciting chefs for this grand challenge. This event is one of the Denver area's most loved culinary/wine event of the year!

Award Levels:

Prizes awarded for the "Judges Choice Best Chef," "Judges Choice Most Creative Chef" and the coveted "People's Choice Chef."

Participating restaurants and chefs receive high PR and recognition by our affluent audience of serious food and wine lovers and the local media.

This year we will provide all chefs with professionally photographed headshots that may be used for future public relations campaigns. We are still soliciting prizes but can confirm that the "People's Choice" winner will receive a Big Green Egg BBQ Smoker!

Endless Proteins!

Unlike Cochon 555, which is exclusive to Pork for the protein, after tasting the wines, you can use any protein that you feel suitable for your Pairsine dishes.

Protein Sponsors:

- Chicken- Red Bird Farms
- Beef- Snow Creek Ranch

You can also make any preferred purveyor a sponsor if they provide a free product. We will give them prominent sponsor recognition and event tickets.

Benefits of Participating:

- High PR for your restaurant- Attendees usually visit their favorites!
- Helps elevate your wine prowess and restaurant wine program
- Local news coverage
- Coverage in Wine Country International Magazine & Winecountryinternation.com
- Great prizes- Including a Big Green Egg Smoker Grill
- Ten complimentary event tickets for distribution to your customers & friends (\$1,200 value).
- Winners featured in "The Pairsine Project" book with recipes, vivid color photography and pairing tips. Expected release September 2020.

Locally Based Charity:

We are also excited that this event will raise money for our 2019 Charity of Choice, **There With Care**. Their Mission is to provide a wide range of thoughtful and fundamental services to families and children during the critical phase of a medical crisis. They serve families referred by medical agencies, by building a network of services and people who ease the burden of life's day-to-day obligations with compassion and care. <www.therewithcare.org>.

Space is limited to just ten chefs/ restaurants. So if you would like to join us and bring on the heat, please request a Chefs Registration Form today. If you have any questions or concerns, please reach out to us personally!

Very truly yours,

Christopher J. Davies
CEO & Co-Founder
Office: 719 488-1800
Mobile 720 302-3666
Email: cdavies@winecountrynetwork.com

Tyler Jessica Augustine
General Manager & Event Director
Office 719 488-1800
Mobile 720 320-9514
Email: taugustine@winecountrynetwork.com

Check out photos of past competitions here:

Pairsine Wine Denver 2016:
<https://www.flickr.com/photos/winecountrynetwork/albums/72157672774733133>

Pairsine Beer Broomfield:
<https://www.flickr.com/photos/winecountrynetwork/albums/72157656009674695>

Pairsine Wine Big Sky Montana:
<https://www.flickr.com/photos/winecountrynetwork/albums/72157657448497211>