

News Release
March 2014
Taste of Cape Town

TASTE OF CAPE TOWN – Where Foodies flourish, Chefs shine and pop-ups set trends

Pick n Pay Taste of Cape Town, 3-6 April, Green Point Cricket Club.

Coffee cocoa ribs, cured Blesbok and Memories of a Sweet Shop are some of the signature dishes and interesting morsels making their way onto the adventurous palates of festival goers this year. Pick n Pay and Taste of Cape Town are proud to present the city's trendy, interesting, much-loved, and traditional restaurants, along with their genius chefs.

Held at the Green Point Cricket Club, the region's most celebrated carnival of the senses will run from 3-6 April 2014.

"We're very happy to continue the trend of keeping ticket prices the same as the last 6 years." says Festival Director Justine Drake.

Drake is also excited to grow the pop-up restaurant feature at the show, with eight restaurants and their chefs showcasing their masterpieces on different days. "It brings with it a very adventurous way to enjoy the diversity of tastes Cape Town is known for." Joining the pop-up line up for a second year is **96 Winery Road** with Chef Natasha Wray, **Makaron Restaurant** at Majeka House with Chef Tanja Kruger and Chef Stéfan Marais representing **Societi Bistro** and **Jonkershuis** on Groot Constantia Wine Estate. New to the festival are **Burrata Restaurant** with Chef Annemarie Steenkamp, **Jordan Restaurant** with Chef George Jardine and **Ernie Els Winery Restaurant** with Chef Amelia Hanekom. No strangers to the festival, **La Mouette** with Chef Henry Vigar, returns. The pop-up schedule for these restaurants is available at www.tasteofcapetown.com.

In addition to the pop-ups, the seven restaurants chosen to represent the spectrum of tastes of the Mother City dish up their signature creations in starter sized portions. The restaurants include favourites from last year **Il Leone Mastrantonio** with Chef Daniel Toledo, **Jewel of India** with Chef Anil Panwar, **Azure Restaurant** at The Twelve Apostles Hotel and Spa with Chef Christo Pretorius. The energetic team at **Beefcakes Burger Bar** with Chef Wonderful Ndhlovu also returns. Debuts at the festival include **Camissa Brasserie** at The Table Bay Hotel with Chefs Jocelyn Myers-Adams and Jason Franco, **Cosecha Restaurant** at Noble Hill Chef Maryna Frederiksen and **Longridge Restaurant** with Chef Bruce Von Pressentin.

"With so much to enjoy, guests simply can't let go, returning several times over the four days to savour it all," says Drake.

Other culinary highlights include:

Robertsons Butcher Block in association with The Big Green Egg: A gastro theatre dedicated to all things meaty. Chef Craig Elliott collaborates with local butchers to harness Robertsons 90 years of sourcing and blending spices. All dishes will be prepared in The Big Green Egg, which rethinks the South African braai, uses the ancient clay cooking technique 'Kamado'.

Consol Mixology Theatre: Know your cobbler from your fizz, your crusta from your grog? This interactive theatre lifts the lid on creative cocktails. .

Simply Asia Noodle Experience: Enjoy an authentic Thai dining experience in the Simply Asia mobile restaurant.

Lindt Al Fresco! Luxurious, with a hint of the forbidden - nothing stirs the senses quite like Swiss chocolate. Lindt's Master Chocolatiers from the Cape Town Chocolate Studio create fresh Lindor truffles and pralines by hand to enjoy along with Lindt Hot Chocolate in the alfresco dining area. The Lindt shop will have decadent goodies from their Excellence and Creation ranges on sale, to satisfy the craving on the go.

Food Market hand-picked artisanal producers, premium drink brands and award-winning wineries in the laid back atmosphere of a boutique food market. See what all the hype is about The Creamery with their quirky ice cream or indulge in wicked sweet things from The Queen of Tarts. Curds and Whey brings their dairy products from Durbanville. Enjoy charcuterie from Cape Mountain, Original Iced Cocktails, Mitchells Seafront Brewery and wineries near and far. Dip into pesto, munch on gourmet cheese and stock up your pantry.

Pick n Pay Chef's Theatre gives visitors a unique opportunity to see the city's top chefs in action – featuring demos, culinary challenges, entertaining tutorials and enlightening Q & A sessions. The faces behind the award winning Fresh Living magazine will also be making appearances.

Pick n Pay Wine & Canapé Experience is an interactive area where visitors learn how to create simple, stylish canapés to pair with wine.

2oceansvibe Media and Jack Daniel's once again team up to create a vibey cocktail bar where visitors can meet their favourite 2oceansvibe presenters, enjoy Jack Daniels cocktails and listen in on live broadcasts. 'Me and Mr. Brown' will also be performing in this rocking tent.

Cape Town Angels Benefit Stage: An eclectic group of performers create toe tapping vibes. The Cape Town Angels bring a line-up of performers including Two Minute Puzzle, The Motherland, Saalim Ismail, Elton Goslet and Princess Pop. The College of Magic waves their wand and mentalist Bryan Miles will leave visitors wondering.

Party Tots Kids Zone for the little Taste fans: Party Tots will be keeping the little ones entertained in a secure area with adult supervision. From jumping castles, kick bikes and the worm tunnel, to a ball pond and obstacle course. This area is open for the Saturday and Sunday afternoon sessions during the festival.

Culinary currency: The South African Gold Coin Exchange is the official sponsor of the festival currency, Scoins. Festival visitors use these Scoins to purchase dishes and drinks from exhibitors and bars. Each Taste of Cape Town Scoin is worth R5 and prices range from 4 to 8 Scoins per dish.

Standard R80 Tickets (R100 at the door) include entrance to the festival and tasting glass. Premium R180 Tickets (R200 at the door) include entrance to the festival, a tasting glass and R100 Festival Scoins. Tickets for the Taste Clubhouse Experience by DStv are R685 and include fast track entrance to the festival, tasting glass, R150 Festival Scoins and complimentary bar service (malt, wine and soft drinks) in a private clubhouse and includes a Taste of Cape Town gift. Kids under 12 enter free of charge.

All tickets can be bought online from www.itickets.co.za or by calling ITickets on 0861 000 291 as well as Pick n Pay Tickets www.pnptickets.co.za or call 0861 000 858.

For updates on the festival line-up, news on chefs and their dishes, stay in touch on Facebook www.facebook.com/tasteofcapetown or Twitter: @tasteofCT or visit www.tasteofcapetown.com

Festival details:

Venue: Green Point Cricket Club, Corner Vlei and Fritz Sonnenberg Roads

Dates and Time: 3-6 April 2014

Thursday 3rd: 18:30-22:30

Friday 4th: 18:30-22:30

Saturday 5th: 1st session 13:00-17:00 and the 2nd session 18:30- 22:30

Sunday 6th: 13:00-18:00

Facebook: www.facebook.com/tasteofcapetown

Twitter: @tasteofCT

Website: www.tasteofcapetown.com

Note to editor:

Green as you go: Pick n Pay and Taste of Cape Town place a high premium on environmental issues and actively promote and operationalise sustainability in their core activities. The festival has once again partnered with green companies. Interwaste will be providing recycling facilities on site and Green Home Products, leaders in biodegradable food packaging, will supply the eating utensils and bowls- all made from natural and renewable materials. Water suppliers San Pellegrino and Acqua Panna preserve their sources and look for solutions for controlling and reducing the environmental impact associated with conserving water.

Taste of Cape Town is part of the largest food event in the world, celebrating the city's status as an internationally recognised gourmet centre. Taste Festivals collectively draw over 325 000 visitors annually, is hosted in 18 international cities, linking cities as far flung as Amsterdam, Auckland, Dublin, Dubai, London, Melbourne, Milan and Sydney through a shared love for ground-breaking food, dining out and chefs that make it possible.

Taste of Cape Town is followed by Taste of Durban 25 – 27 July and Taste of Joburg 25 – 28 September.

Ends

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