

PRESS RELEASE

FOR IMMEDIATE RELEASE

PR Contact: Krista Nilsen
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: knilsen@armanasco.com
Image attached

**PROFESSIONAL CULINARY INSTITUTE OF THE SILICON VALLEY SENDS FIVE STUDENTS TO
ERFURT, GERMANY FOR CULINARY OLYMPICS**

Apprentice Team USA Prepares for 2008 Competition in October

CAMPBELL, Calif. – August 14, 2007 – The *Internationale Kochkunst Ausstellung*, also known as the "Culinary Olympics," will bring more than 1,000 chefs from over 33 countries together in a competition for the gold medal award in Erfurt, Germany October 19 – 22, 2008. Due to their excellent performance in the World Association of Chefs Societies Global Chefs Challenge Culinary Competition in Orlando, Florida, The Professional Culinary Institute of the Silicon Valley (PCI) has been chosen as the Apprentice Team USA and will accompany Team USA to the Culinary Olympics, 2008.

PCI's Apprentice Team USA was awarded a gold medal in the hot food and cold food competitions in Orlando's national culinary competition. The Apprentice Team USA is comprised of five PCI students including: Jared Aufer of San Jose, CA; Maya Bernal of Golden, CO; Keriann Von Raesfeld of San Jose, CA; Joey DeRuntz of Santa Cruz, CA; and Edalyn Garcia of Santa Clara, CA., all who will attend the 2008 Culinary Olympics with their team coach, Chef Tomm Johnson and team manager, Chef Randy Torres.

PCI's Apprentice Team USA will train under the National Team USA comprised of six members, four of whom are nationally recognized chefs. "This is a wonderful opportunity for some very talented PCI students to get involved with one of the largest and most well-respected culinary competitions in the world," says Chef Torres. "We are thrilled to be a part of the competition, and I am proud of the students who worked so hard in achieving the title of Apprentice Team USA."

Chef Randy Torres, the competitive coach cheered his team all the way to the finish line during the national culinary competition in Orlando, Florida that took place in May, 2007. "We are thrilled to have Chef Torres on board as the competitive coach for the PCI Apprentice Team USA," says Richard Battista, president of PCI. "Chef Torres brings with him a wealth of knowledge and experience in the culinary industry, and the highest record of competitive wins in the Western Region. We are proud to have him as a part of our team at PCI."

Considered the world's most elite culinary competition, the Culinary Olympics was founded in 1896 to promote tourism and culinary excellence through the sharing of knowledge and culinary techniques with other chefs. The first Culinary Olympics competition involved four countries and took place at the Frankfurt fairgrounds in 1900; since then, this quadrennial event has attracted only the most talented chefs from around the world. Every four years, about 115 national and regional teams, comprised of culinary professionals come together in Erfurt, Germany to compete for the gold, silver and bronze medals.

To learn more about the Culinary Olympics, visit www.acfchefs.org. To learn more about PCI, visit www.pcichef.com or call toll free, 1-800-PCI-LEARN.

###