

MEDIA ALERT

Photo Opportunities Available
Interview Opportunities Available

FOR IMMEDIATE RELEASE

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**PROFESSIONAL CULINARY INSTITUTE OF CAMPBELL, CALIFORNIA
HOSTS ACF CALIFORNIA STATE CHAMPIONSHIP JANUARY 19 & 20, 2008**
Chefs Compete for Chance to Represent California in ACF Regional Conference

CAMPBELL, Calif. – January 15, 2008 – The Professional Culinary Institute, in conjunction with the Santa Clara Chefs Association, will host **The American Culinary Federation (ACF) California State Championship** on **January 19 & 20, 2008**. This renowned competition brings anywhere from 15 to 20 chefs from throughout California to compete in the Cold Food, Hot Food and Team competition categories.

The Hot Food and Cold Food competitors will be competing for the gold. The Team competitors will be competing for the right to represent California in the ACF Western Regional Conference in Salt Lake City, Utah in April, 2008. Judges for the competition include: Ronald Henin, C.M.C., C.C.E., A.A.C.; John Hui, C.E.P.C., A.A.C.; Charles Carroll, C.E.C., A.A.C.; and Shawn Hanlin, C.E.C.

- WHO:** The **ACF California State Championships** hosted by the **Professional Culinary Institute** in collaboration with **Santa Clara Chefs Association**.
- WHAT:** **The ACF California State Championship**
A competition bringing 15 to 20 chefs from California's culinary industry together to compete in the Cold Food, Hot Food and Individual competition categories.
- WHERE:** **Professional Culinary Institute**
700 West Hamilton Avenue
Campbell, California 95008
- WHEN:** **Saturday, January 19th and Sunday, January 20th**
Saturday, January 19th
5:00 AM to 8:00 AM – Cold Food Competition
8:00 AM to 10:00 AM – Cold Food Judging
8:00 AM to 2:20 PM – Hot Food Competition
8:00 AM to 4:00 PM – Hot Food Judging & Critiques
10:00 AM to 11:00 AM – Cold Food Critiques
4:00 PM to 4:30 PM – Award Ceremony for Hot and Cold Food Competitions
- Sunday, January 20th
7:00 AM to 8:20 AM – Team competition – Phase 1: Skills Only
9:00 AM to 10:00 AM – Phase 1 Team Critiques
11:00 AM to 2:30 PM – Team Competition – Phase 2: Meal Preparation
3:00 PM to 4:00 PM – Phase 2 Team Critiques
4:00 PM to 5:00 PM – Award Ceremony for Phase 1 and Phase 2 Competitions

EVENT

CONTACT: To join the media list for the event or to arrange for interviews and photo opportunities, please contact Krista Nilsen, Account Executive, Armanasco Public Relations, Inc. at 831.372.2259.

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About the Professional Culinary Institute

Founded by Chef Richard Battista in 2005, the Professional Culinary Institute (PCI) is a premier chef-owned culinary school located in the heart of the Silicon Valley in Campbell, California. Offering full- and part-time programs in culinary arts, baking and pastry arts, a certified sommelier program, and a hospitality management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisense method of teaching that is unique to PCI. Degrees and diplomas offered at PCI include: Diploma of Essential Professional Culinary Skills, Diploma of Essential Professional Baking and Pastry Skills, Certified Sommelier, and Associates of Occupational Science in Hospitality Management. To learn more about PCI, visit www.pcichef.com or call toll free, 1-888-PCI-LEARN.