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Richmond's Newest Favorite Food Festival Draws Record Crowd on Sunday
Broad Appétit (www.broadappetit.com), the region's newest food event, fed over 30,000 event-goers on June 5, 2011 despite threatening thunderstorms throughout the night before. The skies cleared and the streets filled with the amazing aromas of over 100 unique small plates offerings from over 50 local restaurants.

The event has gained immediate popularity with the foodie crowd, but the growth of the event speaks for itself going from 7,500 in its first year to now over 30,000 in this, its fourth year. We have restaurants waiting to get in next year. "It is definitely getting tougher and tougher to get in", says Jessica Corbett, who coordinates with all of the restaurants and vendors at the festival. Over 50 restaurants served their best, and another 40 growers, specialty food providers, artisans and non-profits lined the streets and provided lots to do and see while making room for one more plate.

"As the event chair for the past three years, I'm overwhelmed by the restaurant's community support as well as the support from residents from throughout the region who come downtown to attend," said Susan Winiecki, Richmond magazine's editor in chief. "This is a day that celebrates the diversity found within in our food scene, from peanut-butter makers to vegan caterers, from Indian fusion cuisine to perfectly smoked barbecue. Plus the event's contributions to FeedMore grow every year, thanks to our sponsors and some mighty fine weather."

But only a few could win the coveted awards that Richmond magazine and Broad Appétit bestows upon a chosen few each year. As selected by our judges, the 2011 Broad Appétit Award Winners are:

- Winner of Richmond Magazine's **"To Dine For" Signature Dish Award**, trophy and \$2,000: FeedMore's Community Kitchen and new Chef Casey Hughes – Smoked Pork with Slaw on Crostinis. Runner-up signature dish award and \$1,000: Lehja – Mango Glazed Prawns with Five Bean Salad
- Winner of Richmond Magazine's **"To Diet For" Dessert Dish Award** and \$500: Lehja – Gulab Jamun with Cumin Mocha Crème. Runner-up and \$250: Culinard Culinary Institute – Chocolate Peanut Bars with Caramel Corn
- Winner of the **"No Guilt" Healthy Dish Award** and \$500: Comfort – Roasted vegetables with a Peanut Vinaigrette
- Winner of the **People's Choice Award**: F.W. Sullivans – Shrimp and Grits
- Winner of the **Booth Ambience Award**: Mosaic Café & Catering

Broad Appétit also featured entertainment value with great music provided by Metro Sound & Music and a cooking demo stage with a new head-to-head chef competition called Throw Down in the Street. Chefs had 45 minutes and a secret basket of ingredients to prepare their best "on the fly." Carly from the The Empress won this first, but sure to return, chef competition at Broad Appétit.

Broad Appétit maintained its commitment to running a green event by partnering with RVa Green and JP Foundation to execute on composting and recycling. Broad Appétit also managed proper oil disposal, and providing compostable serving ware (plates, sporks, napkins, cups) to the chefs and beer pourers. "It is extremely important to this event to always be concerned about the impact we have on the environment. We don't want this event to come at a cost to the environment and we want to pave the way for green event management within the community, says event organizer, Tracey Leverty. The event also began printing on low emissions banner material and is seeking a solar partner to provide power in the future.

Broad Appétit's success relies heavily on sponsorships and is fortunate and grateful for the support of our 2010 partners - Altria, Performance Food Group, MARTIN's, Union First Market Bank, Loveland Distributing Company, Richmond magazine, Commonwealth Event Company, East West Communities, Duke's Mayonnaises and Sauer's Spices, Bath Fitter, Dade Paper, Liberty Mutual Insurance, One South Realty, Cox Radio/103.7 The River/K95/96.5, 100.9, WRIC, Boitnott Visual Communications, SB Cox, BizPort, Metro Sound & Music Co., and JSR Center of Culinary Arts and Hospitality.

Broad Appétit is hosted by the Downtown Neighborhood Association to benefit Meals on Wheels and The Central Virginia Food Bank. A separate release will announce the event's contribution to Feed More. In 2010, the event donated \$8000 to FeedMore as a result of the success of the event. The 2011 contribution will be announced by June 20.

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