

PRIMAL

Celebrating Fire Cooking, Meat & the Art of Butchering

Napa Valley
A Taste Network production

Fact Sheet
November 7th, 2009

WHAT IS PRIMAL NAPA VALLEY?

Primal is a celebration of the culinary arts' appreciation for wood fired cooking methods, butchers and whole animal utilization. Renowned chefs and butchers have agreed to participate in the inaugural group-butcher demonstration of breaking down a pig, cow, goat and lamb in front of an audience. Guests will be able to sample the chef creations, boutique wines and craft brews. The Primal VIP experience begins one hour early for 100 VIP guests. There will be reserve wines, Fire Roasted Oysters, Allan Benton's Bacon Bar and creative libations mixed by Alenbic Bar's Daniel Hyatt. Together, we are honoring the art of the butcher while promoting heritage breeds and whole animal utilization within the foodie community. The event will be held outdoors at Hayne Vineyard while the sunsets over Napa Valley. This is PRIMAL.

November 7th 2009 at 3pm (rain or shine)

THE PRIMAL BRAND

Primal = heritage farms + butchers + chefs + fire. with legendary Napa Valley accents of world-class wine, food, hospitality and natural beauty.

WHO ARE WE?

Taste Network operates a Georgia-based company delivering experiential services to the artisan food industries. Their mission is to provide cultured events and education focused around artisan wine, cheese and cuisine to its clients and the public at large. They also produce COCHON 555, a ten city culinary tour where renowned chefs prepare heritage pigs in a head to toe competition. The event showcases 5 chefs, 5 pigs and 5 winemakers. The tour brings together top chefs, winemakers, farmers, thought-leaders, foodies, media and the general public to promote breed diversity and whole animal utilization. Visit tastetwork.com for more information.

WHY? A portion of the proceeds will benefit the City of Napa Fire Explorers program, a vocational firefighter-training program for Napa County youth
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