



## PRESS RELEASE FOR IMMEDIATE RELEASE

### Media Contact:

At Budweiser Taste of St. Louis  
K. Sonderegger  
314-614-5653

At The Vandiver Group, Inc.  
Andy Likes  
314-606-1878 (cell)

## New Events, Restaurants and Concerts Announced for 2015 Taste of St. Louis

*Celebrity Chef Grant MacPherson, the Goose Island School of Cooking  
and the Budweiser Home Chef Throwdown among the weekend's highlights*

**ST. LOUIS, MO – August 31, 2015** – The 11<sup>th</sup> annual **Budweiser Taste of St. Louis – the Ultimate Food Experience** takes place Friday, September 18, Saturday, September 19 and Sunday, September 20. New features for 2015 include Sachs Properties Kids' Kitchen – Cooking with STEAM; and the BackstopPalooza Charity Cook-Off, a competition between police and firefighters to benefit Backstoppers, a charity dedicated to families of fallen first responders.

As previously announced, this year's headlining celebrity chef is the world-renowned Grant MacPherson. Other new highlights include the new Goose Island School of Cooking Stage and the first-ever Budweiser Home Chef Throwdown.

The Budweiser Taste of St. Louis, which will again be held at the Chesterfield Amphitheater in Central Park and Chesterfield Village, was recently named readers' choice "Best Food Event" in St. Louis Magazine's A-List for the third straight year.



The ever-popular **314 Hot Sauce Restaurant Row** this year features more than 35 restaurants located from downtown to Wentzville, including past favorites like Annie Gunn's, Drunken Fish and EdgeWild and newcomers that include Dalie's (the latest in the Pappy's family), Walnut Grille, Ices Plain & Fancy in Tower Grove, and Prasino in St. Charles. A full list of participating restaurants can be found at the end of this release, as well as on [TasteSTL.com](http://TasteSTL.com).

Budweiser Taste of St. Louis patrons can support their favorite participating restaurants by voting in the **People's Choice Award** and the **Phillips 66® Best Bite Competition**. The People's Choice winner will be selected through an online poll (through September 14) on the [TasteSTL.com](http://TasteSTL.com) website. The Phillips 66 Best Bite Competition will be held on site, with event-goers voting for their favorite restaurant using their smartphones and tablets via their social media accounts. Participation in either or both polls makes voters eligible to win up to \$250 in gift certificates.

The **Stella Artois Culinary Stage** is home to the Stella Artois Chef Battle Royale culinary competition, where eight of the region's top chefs are hand-selected to compete head-to-head in seven "battles." After three days of intense competition, one chef is crowned the Stella Artois Chef Battle Royale Champion.

It is also the location where one home chef has the chance to win \$2,500 in prizes at the first-ever **Budweiser Home Chef Throwdown**. From recipe submissions taken online, a panel of culinary experts will select two winning dishes based on concept, creativity, originality, quality and the use of Budweiser beer in the recipe. These two chefs will compete head-to-head, live on stage at the Budweiser Taste of St. Louis. The winner moves on to compete against Anheuser-Busch Executive Chef Sam Niemann, who will be required to cook the home chef's dish.





The 2015 **Dillard's Concert Stage** is a don't-miss FREE attraction at the Budweiser Taste of St. Louis. Friday will feature the local St. Louis/Southern Illinois band **Well Hungarians**, who have performed for over 3,000,000 fans since 1993. **Mix Master Mike of the Beastie Boys** and American Post-Punk/Indie Rock band **Bear Hands** – out of Brooklyn, New York – take the stage on Saturday night. A major country act has been signed for Friday night and will be revealed in early September. The full schedule for the Dillard's Concert Stage can be found at the end of this release.

Leading up to the concerts, Dillard's will feature fashion shows with season's hottest trends from their exclusive and specialty brands. The Dillard's Concert stage is sponsored, in part, by 106.5 The Arch, the event's official radio station.

New this year is the **Sachs Properties Kids' Kitchen**, which will feature many exciting activities for children including Cooking With STEAM (Science, Technology, Engineering, Art and Math), an interactive experience highlighting the fun of Science, Technology, Engineering, Art and Math. The Kids' Kitchen is sponsored by SCOPE – Science and Citizens Organized for Purpose and Exploration, a statewide initiative emphasizing the importance of science and technology. More details can be found on [TasteSTL.com](http://TasteSTL.com).



The Budweiser Taste of St. Louis welcomes five-star **Celebrity Chef Grant MacPherson** on Saturday, September 19. Chef MacPherson's career spans five continents and four decades. He has developed menus, designed and run kitchens and built top-notch teams at such iconic institutions as the Raffles Hotel in Singapore, Bellagio Las Vegas, Wynn Las Vegas, Wynn Macau, several Regent Hotels and Four Seasons, Ritz Carlton Big Island, and Sandy Lane Hotel in Barbados. He also collaborated with the late Steve Jobs on dining facilities on Apple's campus.

Chef MacPherson will be showcasing his culinary skills on the Goose Island School of Cooking Stage. Admission is free.



The **Goose Island School of Cooking**, powered by L'Ecole Culinaire, features local, regional and national chefs – along with beverage experts – who will host demonstrations designed to be both fun and educational. Guests will see everything from special cooking techniques to food and beverage pairings and can't-miss culinary presentations – all in an intimate setting designed to enhance the overall experience. See [TasteSTL.com](http://TasteSTL.com) for more details and a full schedule of the stage activities.

The **ArtWalk** returns to offer Budweiser Taste of St. Louis patrons the ability to purchase one-of-a-kind work by more than 20 regional professional artists. All artists in the ArtWalk are juried, and three participants are awarded first, second and third place awards and prizes by our panel of judges each year. See [TasteSTL.com](http://TasteSTL.com) for more details and a list of participating artists.

The **Marketplace** is where attendees of the Taste can shop, sample, dance, try on, try out, be entertained, learn and receive great giveaways. Some of this year's Marketplace highlights include the 2015 Ford Experience Tour, giveaways from the Missouri Lottery, cars showcased by the Mid American Chevy Dealers, a Texas Tourism exhibit, sampling from Duke's Mayonnaise, Sweet'N Low, Dole Dippers and Nathan's Famous Hot Dogs, as well as a dental hygiene station from Sensodyne, and so much more!

Admission to the 2015 Budweiser Taste of St. Louis is once again free and includes access to all areas. Proceeds from sales and cooperative activities with vendors and sponsors have helped the Budweiser Taste of St. Louis support a multitude of different charities since its inception 11 years ago. This year, **The Farmers Insurance Thank America's Teachers bus** will arrive at the Taste of St. Louis for the fifth stop on its national tour.



Thank America's  
Teachers



Launched at the 2015 Farmers Insurance Open in San Diego, California, Thank America's Teachers features an actual yellow school bus that is traveling coast to coast delivering opportunities to say thank you to teachers who give their time, talent and knowledge to ensure that our nation's children become smarter and better prepared for the future. Through Thank America's Teachers, Farmers will give away more than \$1,000,000 to teachers in 2015 and the public will help determine who receives the grants at [ThankAmericasTeachers.com](http://ThankAmericasTeachers.com). Farmers will award 180 grants valued at \$2,500 throughout the year, in addition to the six \$100,000 Dream Big Teacher Challenge grants.

Visitors at Taste of St. Louis are invited to stop by the bus to submit a note of thanks to a teacher who has made a difference in their lives.

Additionally, on Saturday, September 19, Farmers will host a culinary challenge featuring the students and teachers of the Lift for Life Academy. Emceed by 2012 National Chef Educator of the Year, Chef Casey Schiller, one winning student-teacher pair will be crowned the winners of the culinary challenge, and the educator will be awarded a \$2,500 grant to fund their classroom needs.

#### **About the Budweiser Taste of St. Louis**

Celebrating its eleventh year, the award-winning Budweiser Taste of St. Louis offers patrons The Ultimate Food Experience. Voted St. Louis' Best Food Event by *St. Louis Magazine's A-List Readers' Choice Poll* for three years running, the event has something for everyone. To learn more, visit [TasteSTL.com](http://TasteSTL.com), follow us on Twitter @TasteSTL, like us on Facebook, find us on Instagram at TasteSTL or join in on the conversation with #TasteSTL.

#### **Dillard's Concert Stage**

Friday September 18

8:30pm Country Headliner TBA  
7:45pm Dillard's Fashion Show  
6:00pm Well Hungarians  
5:15pm Tyler Lewis

Saturday September 19

8:45pm Bear Hands  
8:00pm Dillard's Fashion Show  
7:00pm Mix Master Mike of the Beastie Boys  
5:00pm Marsha Evans and the Coalition



## 2015 Restaurant Row Participants

Aya Sofia Restaurant

Prasino

Walnut Grill

Sugarfire Smokehouse

Bishop's Post

The Silly Goose

Pi Pizzeria

Mission Taco Joint

Dalie's Smokehouse

Meskerem Ethiopian Restaurant

Drunken Fish

Strange Donuts

EdgeWild

Hank's Cheesecakes

Iron Barley

Ices Plain & Fancy

Mandarin House

Naked Bacon

Oberweis Dairy

Pearl Cafe

Rearn Thai Restaurant

Rib City

Hot Wok Cafe

Sheridan's Frozen Custard

Steve's Hot Dogs on the Hill

Robust Wine Bar and Catering The Kitchen Sink

Burger 809

Ruth's Chris Steak House

The Rice House

McMurphy's Cafe at St. Patrick Center Tivanov Catering

Tom+Chee

Tucanos Brazilian Grill

Two Peas in a Pod

Bayou Seasoning and Catering