

FOR IMMEDIATE RELEASE  
January 3, 2005

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**NEW LOCATION, NEW CHEFS, FIRST *AMATEUR* COMPETITION  
SET THE STAGE FOR  
FIFTH ANNIVERSARY OF PHILADELPHIA MAGAZINE'S  
**Philly Cooks!**<sup>TM</sup>  
*REGION'S PREMIER CULINARY COMPETITION FOR  
BEST DISHES OF THE YEAR BENEFITING MANNA*  
*Presented in Partnership with NBC10***

**PHILADELPHIA, PA** – January 3 – Five years ago, *Philadelphia Magazine* created **PHILLY COOKS!**<sup>TM</sup> as a way to highlight the diversity and breadth of talent of the region's restaurant and dining community. Since then, the event has grown to become the area's premier culinary competition, drawing hundreds each year to taste the extraordinary epicurean offerings by the area's top chefs in their quest for BEST DISH OF THE YEAR, and raising over \$150,000 for MANNA.

Now, the pressure is on as **50** of the Delaware Valley's leading culinary maestros prepare to go to the mat in the region's most anticipated competition for **DISH OF THE YEAR 2005**, when *Philadelphia Magazine*, in partnership with NBC10 presents the **Fifth Annual Philadelphia Magazine's PHILLY COOKS!**<sup>TM</sup> Wednesday, January 19, (snow date January 20) from 6:30 – 9pm at a brand new location – the Philadelphia Naval Yard Cruise Terminal Pier 1.

**In honor of the Fifth Anniversary, PHILLY COOKS! has added a major new ingredient this year, in addition to the new venue and a slew of first-time restaurant and chef participants – the FIRST ANNUAL AMATEUR CHEF COMPETITION.**

Undiscovered Emerils and Nigellas across the region will have the chance to compete in the big leagues – submitting their best original recipe, **together with a maximum 250-word essay explaining why they should be chosen PHILLY COOKS! first AMATEUR CHEF OF THE YEAR.** All recipes will be tested, vetted and judged by Chef Philip Pinkney and his team at The Restaurant School at Walnut Hill College (who supervise and run the blind taste celebrity judging process at Philly Cooks! each year), and the winner will get to strut their stuff with a live demonstration at **Philly Cooks!**, have their recipe featured online at [www.phillymag.com](http://www.phillymag.com), **and** will also win a series of culinary lessons at The Restaurant School at Walnut Hill College. Recipes and essays must be emailed to [recipe@phillymag.com](mailto:recipe@phillymag.com) or mailed to Philly Cooks! Recipe Contest, c/o Philadelphia Magazine, 1818 Market Street, Philadelphia, PA 19103.

A showcase competition for artistry, craftsmanship and taste that provides food lovers **the unique opportunity to sample the talents of 50 master chefs all in one evening while benefiting MANNA**, **PHILLY COOKS!** has set a new paradigm for creativity and challenge within the region's ever-expanding restaurant community – becoming the “must-attend” event for chefs, restaurants and adventurous gourmands. **Tickets to the event are \$85 in advance, \$95 at the door, and can be purchased either by calling 215.781.7346, or visiting [www.phillymag.com](http://www.phillymag.com).**

(more)

## 2-2-2-2 Philadelphia Magazine Presents the Fifth Annual PHILLY COOKS!

The centerpiece of **PHILLY COOKS!** is of course, the contest for **Best Appetizer, Best Entrée, Best Dessert** and **DISH OF THE YEAR 2004**, chosen by the event's panel of both local and nationally-known celebrity judges. Guided by Chef Pinkney, using a ballot based on standardized culinary judging criteria, the panel this year includes **Chefs Jean-Marie Lacroix, Joseph Poon, Brian Sikora of Django, Santé Magazine's Elaine Khosrova, Food Network's Bill Boggs, Saveur Magazine's Roger Morris, Cynthia Teixeira of Williams-Sonoma, Martin Mongiello, former Executive Chef to President Clinton, and Fer.Vor Magazine's Leigh Donadieu** among others, who will select the winners the night of the event. **This year's winning chef for DISH OF THE YEAR will be awarded a watch valued at \$5,000 from Robbins Diamonds.**

A fund-raising event for MANNA, the region's volunteer-driven organization which provides nourishment to individuals and families living with HIV/AIDS, **PHILLY COOKS!** will include live cooking demonstrations, live music and of course, a feast of epic proportions!

Representing a gastronomic map that spans the region, and a wide range of culinary diversity, this year's participants include both new entrants and loyal competitors from years past, such as Center City's **Sansom Street Oyster House, McCormick & Schmick**; Old City's **Angelina, City Tavern, and Fork**; Fairmount's **London Grill**; Manayunk's **Manayunk Brewery & Restaurant**; Penn's Landing's **Moshulu; Savona** in Gulph Mills; Bryn Mawr's **Bianca**; Devon's **Shiraz; Joseph Ambler Inn** in North Wales; Cherry Hill's **Misto; Brulée** in Atlantic City; and many more.

The **Fifth Annual Philadelphia Magazine's PHILLY COOKS!™** is made possible by sponsors Mercedes Benz, The Fretz Kitchen and Gallo Wines.

One of the most distinguished metropolitan monthly publications in the country, *Philadelphia Magazine* was founded in 1908 as a quarterly illustrated magazine published by the Trades League of Philadelphia, and has been in continuous publication for 95 years. Bought in 1946 by S. Arthur Lipson, the magazine has remained in continual operation by the Lipson family. Current Chairman D. Herbert Lipson took the helm as Publisher in 1961, and in 1986, the torch was passed to S. Arthur Lipson's grandson, David H. Lipson, Jr. In 2003, Marian Conicella was named Publisher while David Lipson remains as President. *Philadelphia Magazine* is a division of Metrocorp.

Now backed by over 1,000 volunteers annually, MANNA brings over 60,000 nutritious, freshly-prepared meals each month into the homes of individuals and families living with HIV/AIDS, and provides one-on-one, HIV-specialized nutritional counseling in dozens of clinics throughout the Delaware Valley at no charge. To learn more about MANNA, or to volunteer, call 215-49-MANNA or visit [www.mannapa.org](http://www.mannapa.org).

**The Fifth Annual Philadelphia Magazine's PHILLY COOKS!™, a benefit for MANNA featuring 50 of the region's foremost chefs and restaurants competing for Best Dishes of the Year, will take place on Wednesday, January 19, (snow date January 20) from 6:30 – 9pm at the Philadelphia Navy Yard Cruise Terminal Pier, Philadelphia Naval Business Center, 5100 South Broad Street. Tickets are \$85 in advance, \$95 at the door, and can be purchased by calling 215.781.7346, or visiting [www.phillymag.com](http://www.phillymag.com).**

For more information about Philadelphia Magazine's first Amateur Chef of the Year competition or **PHILLY COOKS!™**, please call Nina Zucker Associates at 610.667.0706.

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