



MEDIA RELEASE

FOR IMMEDIATE
RELEASE
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WHOLLY GUACAMOLE

Cal Poly Pomona's Farm Store Hosts Fifth Annual Guacamole Bowl

Pomona, CA- The Farm Store at Kellogg Ranch and ASI have partnered together to host the fifth annual Guacamole Bowl on Saturday, January 27 at 11 a.m. For the past four years the Farm Store has hosted a guacamole recipe contest but this year's event will include salsa dancing, carne asada and a cooking demonstration. The event and contest are open to Cal Poly Pomona and the surrounding community.

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Entries for the best guacamole can be entered at no fee to the Farm Store on January 27 by 12p.m. Submissions must include guacamole and corresponding written recipes. The recipes will be judged by Scott Rudolph, Chef Instructor at the Collins School of Hospitality Management. Prizes include Foundation gift cards in the amount of \$75 for first place, \$50 for second and \$25 for third. All contestants will receive a coupon for 10 percent off of their next purchase at BroncoFresh, the Farm Store's satellite store, located in the Bronco Student Center (Bldg. 35).

In addition to the traditional guacamole recipe contest, Cal Poly Pomona's Social Dance Society will perform a salsa dance as well as offer salsa dance lessons; donations from the lessons will go to CPP's Social Dance Society.

Cal Poly Pomona's Latino Business Student Association will serve fresh grilled carne asada tacos, beans and rice plates for a \$5 donation; an entrée to compliment all the guacamole dishes, which can be sampled after judging. Guests will also be able to sample some of the Farm Store's homegrown avocados and fresh salsas. All proceeds from the dance lessons and carne asada will go to their respective organizations.

Chef Rudolph will give a demonstration on how to prepare guacamole and salsas dishes and present them.

There will be an avocado kick-off in University Park where visitors can sample a variety of the Farm Store's avocados on Thursday, January 25 from 12p.m. to 1p.m.

For more information, contact Gas Creative Group at (909) 869-2158 or info@asi.csupomona.edu.

cc: Arno Keshishian
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