



For complete event information and details visit <http://www.newtasteuws.com/>

PLEASE NOTE: EVENT REQUESTS ARE NOT GUARANTEED AND WILL BE CONFIRMED IN MAY

May 20 – 21, 2011

Please indicate # of tickets requested

FRIDAY, MAY 20, 2011

- Singha Beer Comfort Classics presented by Columbus Square
Hosted by **Adam Richman** of the Travel Channel's **Man v Food**, and **Dylan Lauren**, founder of **Dylan's Candy Bar**, Comfort Classics features the Upper West Sides most innovative chefs on a mission to reinvent the classics. An evening of your favorite comfort foods brought to you by over 35 wonderful chefs including **Ellie Krieger** of the **Food Network**, as well as live music and wines and spirits from the Southern Wine & Spirits portfolio.
Time: 7:00pm-10:00pm

SATURDAY, MAY 21, 2011

- Best of the West presented by ZAGAT
Celebrating the vibrant culinary culture of Manhattan's Upper West Side, this year Best of the West presented by *Zagat* is going local. **Some of the best and brightest chefs in NYC will be presenting signature dishes drawing on the freshest ingredients sourced from within 100 miles of the city.** Over 40 of the Upper West Sides most celebrated chefs, as well as a few special guest chefs will be serving seasonal dishes certain to captivate your taste buds and set your palates ablaze. This year at Best of the West, New Taste will honor **Dana Cowin**, Editor-in-Chief of Food & Wine Magazine for her wonderful contributions to the culinary world.
Time: (6pm-7pm VIP) 7:00pm-9:30pm General Admission

SEND TO: 2011 Whole Foods Market New Taste of the Upper West Side
Robin Insley Associates
41 Union Square West
Suite 906
New York, NY 10003

Attention:

Robin Insley / Aurelia Mas

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IMPORTANT: You will be notified of your accreditation status by **May 15, 2011**. Confirmation will be sent electronically, please note that emails do not always go through and we cannot guarantee you will receive these emails. It is the responsibility of the applicant to follow up with the press office to ensure they receive information regarding their press status.