



News Release

September 22, 2008

FOR MORE INFORMATION CONTACT:
Brittany Stager
Marketing Coordinator, Mushrooms Canada
brittanystager@mushrooms.ca

Ontario Students Chefs are Challenged to “Make it with Mushrooms”

Community Colleges participate in second annual mushroom recipe competition.

GUELPH, ON – After great success last year, Mushrooms Canada is once again challenging Ontario’s student chefs to “Make it with Mushrooms.” Chef Training Programs at Cambrian College in Sudbury, Conestoga College in Waterloo, Fanshawe College in London, Fleming College in Peterborough, St. Lawrence College in Kingston, Niagara College in Welland, and Georgian College in Barrie have accepted the challenge.

The Student Chefs will compete for a chance to win a \$1500 team scholarship, plus a \$1500 donation for the Colleges’ Chef Training Program, and the title “Make it with Mushrooms Masters.”

Each team of Student Chefs will submit one Main Course recipe featuring the star ingredient; fresh Ontario mushrooms. Submissions will be ranked by Mushrooms Canada, and three teams will be chosen to compete in a Cook-Off to be held at the Atrium Restaurant at the University of Guelph on November 27th, 2008. At the Cook-off, each team will have two hours to prepare its recipe for judging by a panel of 3 food experts.

Recipes will be judged on the basis of presentation, simplicity, originality, taste, consistency and nutrition. Additional judging criteria will include the ‘story’ behind the recipe and kitchen knowledge. The team with the highest score will be named the “Make it with Mushrooms Masters.”

This will be the second year Mushrooms Canada hosts the Make It with Mushrooms Student Chef Challenge and it is no stranger to working with Community Colleges. Over the past two years, Mushrooms Canada has sponsored a logo/slogan competition and a Youth Promotion competition with Conestoga College’s Advertising Program. Nurturing the skills of today’s youth and tomorrow’s influencers is very important to Mushroom Canada. Working with the student programs at Ontario’s community colleges has proven to be a successful strategy to achieve this goal.

Mushrooms Canada represents fresh mushroom growers across Canada. Over the past two years, it has launched a very successful fresh mushroom promotional campaign, incorporating billboards, radio, television and consumer events. Mushrooms Canada’s website, www.mushrooms.ca, provides consumers with nutritional and health information, mushroom varieties and taste profiles, videos, and delicious mushroom recipes

- 30-

Note to all Media,

Mushrooms Canada invites you to attend the Make it with Mushrooms Student Chef Challenge Cook-off, which will be held on November 27th, 2008 at the [Atrium Restaurant, University of Guelph](#). See the competition firsthand, meet the student chef teams, and enjoy a sample of their recipes.

For more information and to reserve your spot, contact Brittany Stager, Marketing Manager, Mushrooms Canada.

Mushrooms Canada

7660 Mill Rd. R.R#4, Guelph, Ontario, N1H 6J1

Tel: (519)829-4125 Fax: (519)837-0729 Email: brittanystager@mushrooms.ca Website: www.mushrooms.ca