



JAMES BEARD
FOUNDATION'S
TASTE AMERICA



FOR IMMEDIATE RELEASE:

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**James Beard Foundation's Taste America®
"Local Flavor from Coast to Coast"**

**Celebrates America's Favorite Food Destinations with Traveling Festival
Presented by Chase Sapphire Preferred Visa Signature**

*10-City Tour Provides Opportunity for Food Enthusiasts to
Taste and Enjoy America's Culinary Diversity*

New York, NY – The [James Beard Foundation](#) (JBF) today announced a partnership with [Chase Sapphire Preferred® Visa Signature®](#) to present **The James Beard Foundation's Taste America®: "Local Flavor from Coast To Coast,"** a national traveling food festival. From September 20 through October 19, 2013, the five weekend Taste America tour will showcase culinary all stars and public events exploring the nation's unique range of local cuisines in 10 cities, including Boston, Chicago, Las Vegas, Los Angeles, Miami, New York City, Philadelphia, Phoenix, San Francisco, and Washington D.C.

The legendary Jacques Pépin will kick off the program as the Honorary All Star with an invite-only gourmet burger tasting for culinary industry influencers and chefs at the historic James Beard House in New York City on June 12. The James Beard Foundation's Taste America lineup of public programming includes benefit dinners with JBF Award-winning chefs and culinary celebrities; in-store events at Sur La Table® with celebrity chef appearances, cooking demos, book signings, tastings from local producers, and artisans; and more. A Taste America vehicle will also tour local gathering places such as green markets and shopping malls that will feature family activities aimed at promoting regional foods and healthy eating habits. Tickets for the public go on sale on Monday, July 8 at [jbftasteamerica.org](#).

The Taste America tour will send all-star chefs and food celebrities on the road to host local events and act as ambassadors for JBF in participating cities. The Taste America All Stars include Ted Allen, Rick Bayless, Richard Blais, Sean Brock, Suzanne Goin, Carla Hall, Masaharu Morimoto, Daniel Patterson and Michael Voltaggio.

As of June, the Taste America national food festival schedule is as follows:

- Sept. 20-21 Chicago/Miami
- Sept. 27-28 Las Vegas/Washington, D.C.
- Oct. 4-5 San Francisco/Philadelphia
- Oct. 11-12 Los Angeles/New York City
- Oct. 18-19 Phoenix/Boston

"The Taste America tour will shine a light on the dynamic culinary cities across the country," said Susan Ungaro, president of the James Beard Foundation. "Our Taste America chefs will be working with local farmers and artisanal producers of everything from cheese to chocolate. With the support of Chase Sapphire Visa Signature, we are now

able to bring together the best of the best innovators in our food world to educate and entertain Americans about local flavors from coast to coast.”

The James Beard Foundation’s Taste America is presented by Chase Sapphire Preferred Visa Signature, a premier rewards credit card for people who love travel and dining. Chase Sapphire Preferred Visa Signature cardholders will enjoy exclusive benefits not available to the public at James Beard Foundation’s Taste America events, including access to chefs, exclusive recipes, preferred seating, and more.

“Chase Sapphire Preferred is designed for people who love dining and unique culinary experiences,” said Sean O’Reilly, general manager, JP Morgan Chase. “Our partnership with the James Beard Foundation for the Taste America program offers our cardholders exceptional opportunities and access to renowned chefs and restaurants in communities across the country.”

The James Beard Foundation’s Taste America is supported by retail partner, Sur La Table, national media partner, *Every Day with Rachael Ray*, and national sponsors including Breville, Delta Air Lines, The Gulf Oyster Industry Council, and Lurpak® butter.

For more information, visit www.jbftasteamerica.org and follow #JBFTasteAmerica on Twitter and Instagram.

About Visa Signature®

Visa Signature offers cardholders a range of benefits that provide special access and can save time and money. In addition to points, miles, cash back or other premium rewards offered by Visa Signature partners, cardholders enjoy perks such as 24/7 complimentary concierge services, the Visa Signature Luxury Hotel Collection and exclusive offers for fine wine and food, travel, and sports and entertainment events. For more information on Visa Signature visit www.visa.com/signature.

About Chase Sapphire Preferred®

Chase Sapphire Preferred is a premier rewards credit card for people who are passionate about travel and dining. With Sapphire Preferred you enjoy premium travel rewards and benefits with no travel restrictions or blackout dates on airfare booked through Ultimate Rewards, double points for every dollar spent on dining and travel, no foreign transaction fees, 1:1 point transfer to leading frequent travel programs, 24/7 live customer service, access to exclusive cardmember experiences and more. More information is available at www.ChaseSapphire.com.

About the James Beard Foundation:

Founded in 1986, the James Beard Foundation's mission is to celebrate, nurture, and honor America's diverse culinary heritage through programs that educate and inspire. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful and delicious food. Today the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City’s Greenwich Village as a “performance space” for visiting chefs. In September of 2012, the Foundation launched the Diplomatic Culinary Partnership with the U.S. Department of State’s Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products and foster an interest in American culinary culture and history through international programs and initiatives. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation’s blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).

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