

FOR IMMEDIATE RELEASE
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Featured Attractions and Events at the Comcast Bite of Seattle®

Event: Comcast Bite of Seattle®
Website: www.comcastbiteofseattle.com
Date: July 16-18, 2010
Location: Seattle Center, Seattle, Wash.

The theme for the 2010 Comcast Bite of Seattle is Food Focus! This July, the Comcast Bite of Seattle® invites you to celebrate a 28-year-old Seattle summer tradition, July 16, 17 and 18. This year, the Northwest's premier food festival will host over 50 restaurants and more than 30 food product companies as well as five outdoor beer gardens and Wine & Jazz, a wine-tasting exhibit promoting nine West Coast wineries.

The Bite is pleased to introduce Green Bites, atop the Fisher Roof, a collection of six restaurants who strive to operate in a way which lessens the impact on the environment, and whose products are local, sustainable and/or organic

Back by popular demand is *Just a Bite!*. The public has asked for smaller portions at lower prices, and the Bite delivers with a selection of seven Seattle restaurants serving up scaled-down sizes at a price that won't break the bank. Taste more for less! At Just a Bite, it's \$3.75 every time!

The Alley hosted by Tom Douglas brings 18 of Seattle's premier restaurants to serve up their best for Food Lifeline, while *The Bite Cooks!* presented by Comcast and Groupon welcomes returning host Thierry Rautureau, The Chef in the Hat!!!, to lead 18 celebrity chefs and three sommeliers through cooking and pairing demonstrations featuring their favorite dishes.

FACTS

Overall Festival Hours: Friday and Saturday 11 a.m. to 9 p.m.
Sunday 11 a.m. to 8 p.m.

The Alley hosted by Tom Douglas Hours: Friday and Saturday 11 a.m. to 7 p.m.
Sunday 11 a.m. to 6 p.m.

Admission: FREE ADMISSION!

Pets: In order to keep the event safe and sanitary for everyone, pets are not allowed in the food court area, so be sure to leave them at home.

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**What To Do,
What To See**

Special Events and Attractions:

Food Focus!

Each year at the Comcast Bite of Seattle, we strive to bring you the best restaurants, food and beverage experience of the summer. This year, we've outdone ourselves! In addition to 38 outstanding, ethnically diverse food operators, the 18 restaurants in The Alley hosted by Tom Douglas, the seven restaurants in *Just a Bite!* and the new *Green Bites*, we have also moved *The Bite Cooks!* to center stage in the Fisher Pavilion. All this to put the spotlight on what the Bite is all about- great food and the chefs who prepare it!

The Alley hosted by Tom Douglas, benefiting Food Lifeline

A sweet sensation from a generous donation! The Alley returns to the Comcast Bite of Seattle with a line-up of seven great Seattle-area restaurants each day – 18 total! Visitors to the Alley can pay \$10 for a full meal of tastes from these restaurants. Proceeds benefit Food Lifeline, an organization that provides 560,000 meals to hungry families in Western Washington each year. The Alley is located north of KeyArena in the Alki Courtyard. Warm 106.9 is a sponsor of The Alley. The Alley is also one of only two locations where food may be purchased with a credit card.

***The Bite Cooks!* sponsored by Comcast and Groupon, hosted by Thierry Rautureau**

NEW LOCATION- Fisher Pavilion. The culinary arts in action! Join host Thierry Rautureau (The Chef in the Hat!!! ®) and 18 of the hottest chefs in the Seattle area as they share recipes and tips in front of a live audience while demonstrating their favorite dishes. In addition, wine sommeliers will give expert advice on pairing the right wine with each dish. Catch *The Bite Cooks!* and *Perfect Pairings* after the event with Comcast On Demand. Seattlepi.com is also a sponsor of *The Bite Cooks!*

***Just a Bite!* \$3.75 every time!**

Taste more for less! A line-up of seven restaurants will feature scaled-down portions of restaurant specialties for a lower price- just \$3.75 per item! The public has asked for smaller portions at smaller prices, and the Bite delivers! Mix and match these right-sized Bites for a perfect meal! *Just a Bite!* is located north of the Fountain, in Founders' Court. Movin' 92.5 is a sponsor of *Just a Bite!*. Credit cards may be used to purchase food from *Just a Bite* restaurants.

Green Bites

Taste delicious dishes from six restaurants who strive to operate in a way which lessens the impact on the environment, and who are local, sustainable and/or organic. These booths, atop the Fisher roof, will also be "green behind the scenes," as their warewashing stations, utensils and service materials are also environmentally friendly.

Hope Heart Right Bite

Each year, the Bite has a list of quality restaurants offering up everything from gyros to alligator. This year, all restaurants offer a Hope Heart "Right Bite." The Right Bite is a menu item that is a healthier (less fat, calories or sodium) choice for consumers who want great taste with no guilt! With items like Vegan Gyros, Tofu Spring Rolls and delicious Halibut Fish Tacos, the Right Bite makes healthier choices an easy option. Look for the Right Bite symbol on every restaurant's menu.

Wine & Jazz Wine Tasting

Stop by the Wine & Jazz wine tasting exhibit just north of KeyArena to taste wines from West Coast wineries! Admission is free. Consumers can pay \$15 and receive five tastes and a souvenir wine glass. Additional tastes are \$2 each. Participating wineries include Samson Estates Winery, Canoe Ridge, Patterson Cellars, Bear Flag, Hestia, Barefoot Winery, Knipprath Cellars, Sagelands Vineyards and Hoodspout Winery. Guests must be 21 to enter.

Great Music

The Bite is known for showcasing the best in local entertainment and 2010 has another great line-up! Check out acts on five outdoor music stages: Emerald Queen Casino/102.5 KZOK Mural Stage, Jimmy John's/106.1 KISS FM Fisher Green Stage, 95.7 KJR FM Fountain Lawn Stage, Sagelands Vineyard/98.9 Smooth Jazz Stage, and the Famous Dave's Bite Blues Roadhouse Stage. From classic rock to smooth jazz to singer-songwriter hits of today, there's something for every musical taste at this year's Bite!

Bacardi Comedy Club, sponsored by JACK FM

Laugh off the calories! The Bite's Comedy Club is the place to catch both established regional and up-and-coming comedians. Sit back, enjoy a Bacardi and Cola or a cool mojito and let these hilarious performers tickle your funny bone. Must be 21 to enter.

Shishkaberry's® Family Fun Zone, sponsored by Radio Disney

NEW LOCATION and bigger than ever in Center Square. The Bite is committed to family fun! Kids of all ages will have a great time in the Family Fun Zone. Younger members of the family can play games and win great prizes, or check out the Reptile Man's amazing animals. There will also be several bouncer rides to work off some of that energy!

Comcast is this year's official entertainment sponsor of the Bite of Seattle! Want to be on TV? Comcast is filming Dating ON DEMAND from the festival this year! If you're single, this is a brand new way to meet your match. Stop by Comcast's booth (North of the Fountain) on Saturday to be filmed for a Dating ON DEMAND TV segment. After the event, watch THE BITE OF SEATTLE ON DEMAND. Check out local chefs revealing their secret recipes on The Bite Cooks!, relive your favorite musicians from the festival stages, and more. That's Comcastic!

Emerald Queen Casino

The Emerald Queen Casino is right here at the Bite of Seattle! As the Entertainment Capital of the Northwest we are proud to help broadcast sounds from one of the Bite's most popular stages! Enjoy Classic Rock and sunshine while you enjoy some delicious summer fun. If you visit the EQC booth at the Bite, you'll be sure to take away some great free prizes. We'll be giving away tickets to concerts directly from the stage! You could win tickets to see performers such as: Michael Bolton, Gary Allan, Rick Springfield and Styx! Visit www.emeraldqueen.com for more details on up-coming entertainment. We are also excited to host the 2nd Annual EQC Consumer's Choice Award. Cast your vote for the best food at the Bite right at our booth Friday, Saturday and Sunday!

Tully's First Taste

Tully's Coffee is proudly participating in their third year as the Official Coffee Sponsor of the Comcast Bite of Seattle! To celebrate, Tully's is offering the limited edition Bite of Seattle Tumbler at their coffee booth and participating Tully's Coffee shops. For every Bite of Seattle Tumbler purchased, Tully's Coffee will donate \$2.00 to benefit Food Lifeline. Further sweetening the deal, Tully's Coffee will fill up your new Bite of Seattle Tumbler with a FREE beverage upon purchase*. Pick up a Bite of Seattle tumbler and sip on some coffee goodness while also doing some community goodness! *Tumblers available in July. Offer valid while supplies last.

Jimmy John's Freaky Fast Sandwich Making and Eating Competition

Saturday, July 17th. 2:00pm. Fisher Green Main Stage .World-Class Major League Eaters versus Jimmy John's Sandwich Makers. You've probably seen the Major League Eaters gobbling down hot dogs and chicken wings on TV and wondered who in the world would ever challenge them. Well, Jimmy John's, purveyor of all things freaky fast, is doing it. But, this is not just an eating competition. Jimmy John's is betting that one team of their sandwich makers can make sandwiches faster than three World-Class Major League Eaters can eat them. Who will win? Will it be the speedy sandwich makers or the gluttonous competitive eaters? You'll just have to show up to find out!

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Beringer Great Steak Challenge w/ Special Guests: The Deen Bothers!

The 2010 Beringer Great Steak Challenge is coming to your town! We're bringing a great contest with us. Beringer will provide everything needed for the event: the setup, grills, food, and staff, including entertaining emcee. Up to ten local contestants will square off in a grilling contest featuring some of the best steak around. One winner will be selected to participate in the televised finals in Napa Valley, California! Beringer will also bring wine selections for pairing with grilling entries.

Comcast Canstruction Challenge

The first annual Comcast Bite of Seattle Canstruction Challenge will take place this July 16th - 18th, 2010 in the heart of the Bite and within the Fisher Pavilion Building adjacent to our very popular Bite Cooks shows. The Bite of Seattle Canstruction Challenge will feature a minimum of eight and up to twelve newly created Canstruction displays to be voted on by the public, professional judges as well as possibly a tie in with the Chefs of the Bite Cooks. The Bite of Seattle Canstruction Challenge will be an interactive and high-energy competition that will provide entertainment for all Bite goers and provide as a way to give to Food Lifeline. We thank Walmart for their sponsorship of Canstruction and the Food Lifeline organization.

Robert Mondavi Discover Wine Tour

Let us bring the wine country experience to you, with the fourth annual Robert Mondavi Discover Wine Tour 2010. Featuring wines from the Robert Mondavi Private Selection and Robert Mondavi Winery Napa Valley portfolios, the tour provides an interactive experience educating guests about food, wine, and entertaining. The Discover Wine Tour is for learning, experiencing, and tasting - and above all, enjoying. After all - isn't that what wine - and life - is all about?

"PLUMPED" IN SEATTLE - FOSTER IMPOSTER CHICKENS MAKE APPEARANCE AT BITE OF SEATTLE

Foster Farms Continues 2010 West Coast "Say No To Plumping" Tour and Food Bank Fundraising Program

Foster Farms and the plumped Foster Imposter chickens will be making a public appearance at the Bite of Seattle this year! As part of the company's Say No To Plumping campaign, the Imposters will be on hand to raise awareness of "plumping" - the injecting of saltwater into fresh, raw chicken at a significant health and economic cost to consumers - and to continue Foster Farms' efforts to raise money for local food banks. Attendees will have the chance to take commemorative photos with the Imposters and receive free promotional items including t-shirts, hats and shopping bags. All donations made at the event will be matched dollar for dollar by Foster Farms and contributed to The Washington Food Coalition.

Arts and Crafts

Great food isn't the only thing you'll want to pick up at the Bite- be sure to stroll through artisan and commercial booths featuring both locally-made and imported products such as jewelry, photography, clothing, metalwork and more.

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