

Veggie U Food & Wine Celebration Announces Participating Chef Line Up

*This Summer Just Got Hotter with Culinary Masterpieces to Make Mouths
Water!*

MILAN, Ohio (May 3, 2011) - The 9th annual Veggie U Food & Wine Celebration on July 16th at The Culinary Vegetable Institute in Milan, Ohio is going to be a sizzler showcasing top names in the culinary world including Michael Ruhlman, Aaron Sanchez, Govind Armstrong, Amanda Freitag, Steve Ells, Jeni Britton Bauer and Lee Anne Wong.

An unsurpassed lineup of more than 30 of the nation's top chefs will also don their whites ready to serve up spectacular fare to 1000 guests to support the Veggie U program. Chefs from Walt Disney World's Swan & Dolphin Resort and California Grill will be dazzling guests alongside Chicago chef, Rick Gresh of David Burke's Primehouse, Cleveland chefs, Jonathan Guest of Washington Bistro and Jonathon Sawyer of the Greenhouse Tavern. The Grand Cayman Islands will have a handful of chefs representing their region including Luis Lujan from Eric Ripert's Blue at the Ritz Carlton and Dean Max along with his chefs from Brasserie. A complete listing of participating chefs including their head shots and bios can be found at www.veggieufoodandwine.com/chefs.

Celebrity chefs will present live cooking demonstrations, a wine class will feature the vast knowledge of Master Sommelier, Serafin Alvarado, and a silent and live auction will light things up with entertainer & emcee, Billy Harris.

What: 9th Annual Veggie U Food & Wine Celebration

Where: The Culinary Vegetable Institute, 12304 State Rte 13, Milan Ohio 44846

When: Saturday, July 16th 5pm-9pm (VIP 4:00 pm)

How: www.veggieufoodandwine.com, 419-499-7500

\$125 Grand Tasting Early Bird ticket price

\$400 VIP (& Grand Tasting) Early Bird ticket price

Also on the menu for the evening are offerings from Mackenzie Creamery, who makes Northeast Ohio's finest handmade goat cheese and Canal Junction Farmstead Cheese, maker of delicious, handmade, artisan raw milk cheeses. And what pairs better with cheese than Daelia's biscuits, which are made especially to accompany your favorite cheeses and are twice baked in small batches from natural ingredients.

For the sweet tooth in the crowd, return sponsor, Jeni's Splendid Ice Creams will be sampling some of their best creamy creations. Jeni herself will additionally be recognized as a headlining chef this year. Also offering some sweet & decadent samples is Pomona Chocolates, maker of luxury chocolates that taste as exquisite as they look.

Sponsors of the Veggie U Food & Wine Celebration this year include Jeni's Splendid Ice Creams, University Hospitals, Medical Mutual of Ohio, Firelands Regional Medical Center, and Sooy+Co. The recommended accommodations provider will be Sawmill Creek Resort who will be offering weekend packages that include Veggie U Food & Wine tickets.

Early bird rates are now available through June 1st. Grand Tasting tickets are at an early bird

rate of only \$125 and exclusive VIP Pre-Party (Celebrity Chef Mingling) tickets are \$400, instead of \$500 each, and includes entry to the Grand Tasting event. Tickets and more information can be found at www.veggieufoodandwine.com or by calling 419-499-7500.

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About Veggie U Food & Wine Celebration

This 9th annual fundraiser was created to support the cost to place Veggie U Earth to Table Science kits in classrooms nationwide. This event is Veggie U's only major fundraiser of the year and the nation's best chefs and celebrities donate their time and talent to draw a crowd of nearly 1,000 people. The event takes place on the grounds of The Culinary Vegetable Institute (Milan, Ohio) at The Chef's Garden (located in Huron, Ohio.) The event generates revenue from sponsorship, an auction (live and silent) and by ticket sales. Additional donations are made directly to Veggie U by participating vendors.

www.veggieufoodandwine.com

About Veggie U

The mission of Veggie U is to promote the well-being of children through a healthy lifestyle. Veggie U is dedicated to the creation and distribution of curricula nationally, with a focus on making wise food choices, combating adolescent and juvenile disease, and attaining an understanding of sustainable agriculture. Veggie U has placed over 1800 Earth to Table classroom kits across 26 states and our goal is to reach every fourth grade classroom nationwide. More information is available at www.veggieu.org.

About Jeni's Splendid Ice Creams

Jeni Britton Bauer became inspired to make artisan ice creams while working at a French patisserie. Drawing on the practices of a traditional pastry kitchen, Jeni created her own techniques to make American ice creams that are less sweet and more flavorful. Each batch of Jeni's ice creams is carefully tended to; each flavor artfully achieved with fresh ingredients found in the Ohio countryside as well as responsibly-raised exotics from around the world. All of Jeni's ice creams, sauces, pralines and marshmallows are handcrafted in Jeni's production kitchen in Columbus, Ohio.

Jeni's is family-owned and operated. Jeni Britton Bauer and her husband Charly Bauer co-founded the company in 2002; Charly's brother Tom Bauer became a partner one year later. Together with their small team, they make every batch of ice cream that is served in their four (soon to be seven) stores in Columbus or shipped to doorsteps nationwide.

www.jenisicecreams.com

About University Hospitals

University Hospitals, named one of the nation's top 10 health systems by Thomson Reuters, serves the needs of patients through an integrated network of hospitals, outpatient centers and primary care physicians.

At the core of our health system is University Hospitals Case Medical Center, ranked among the nation's best by U.S. News & World Report and is the primary affiliate of Case Western Reserve University School of Medicine.

UH is home to some of the most prestigious clinical and research centers of excellence in the

United States and the world, including University Hospitals Harrington-McLaughlin Heart & Vascular Institute, University Hospitals Neurological Institute, University Hospitals Transplant Institute, University Hospitals Eye Institute, University Hospitals Digestive Health Institute and University Hospitals Urology Institute.

The main campus includes the internationally celebrated University Hospitals Rainbow Babies & Children's Hospital, University Hospitals MacDonald Women's Hospital and the nationally ranked University Hospitals Seidman Cancer Center (formerly University Hospitals Ireland Cancer Center), one of only 12 freestanding cancer hospitals that are part of a National Cancer Institute-designated Comprehensive Cancer Center. For more information, visit UHhospitals.org.

About Medical Mutual of Ohio

A trusted insurer for more than 75 years, Medical Mutual was one of the first health insurance companies in the nation and is the oldest and largest health insurance company in Ohio. We offer a full line of high-quality, flexible health, life, disability, dental, vision and wellness products through our proprietary network of doctors and hospitals, as well as third-party administrative and network access services for self-insured companies.

As a mutual company, Medical Mutual operates for the benefit of our members. Unlike publicly traded insurance companies, we do not have to maximize our financial returns to meet the demands of stockholders or Wall Street analysts, allowing us to better serve our customers and the communities around us.

Medical Mutual is headquartered in Cleveland, Ohio, with nine offices and more than 2,600 Ohio-based employees who pride themselves on their service to our nearly 1.6 million customers. We are also proud to support a number of community organizations. Each year, our employees contribute thousands of hours as volunteers for more than 200 charities. For more information, please visit MedMutual.com or [Facebook.com/MedMutual](https://www.facebook.com/MedMutual).

About Firelands Regional Medical Center

Firelands Regional Medical Center is nationally recognized for its award-winning care. As a 400-bed facility, Firelands is ranked #1 in Ohio and in the Top 5% nationally for Vascular Surgery and Overall Orthopedic Surgery; Top 10% Nationally in Acute Inpatient Rehabilitation, a Thomson Top 100 Hospital for its Cardiovascular Services, and ranked in the Top 5% nationally for Patient Safety. Firelands provides many advanced care services to the region including comprehensive cancer care, full-time interventional cardiac care and open heart surgery, wound care services including hyperbaric oxygen therapy (HBOT), acute inpatient rehabilitation, as well as many advanced surgical procedures. For more information about Firelands, visit our website at www.firelands.com.

About Sawmill Creek Resort

Arriving at Sawmill Creek Resort, you sense something special. Nestled on the shores of Lake Erie, the Resort, Lodge and 35,000 s.f. conference facilities are set on 235 acres of pristine beauty. Our full-service resort features 240 deluxe guest rooms and suites, and offers superb dining, indoor and outdoor swimming, a Tom Fazio designed world-class 18-hole golf course, Nature Preserve, lakefront marina, water sports, a private beach, unique gift shops and a full array of entertainment. www.sawmillcreek.com.

