

LATKE THROW DOWN HOSTED BY BARDESSONO

4TH ANNUAL EVENT OVERVIEW

THURSDAY, DEC. 12, 2024



Event Overview

Bardessono is the host of the third annual Latke Throw Down. Bardessono's very own, Executive Chef Rick Edge competes in the latke making competition. Guests are invited to observe and taste the latke creations from a competitive set of Yountville contenders. Following the judges' tasting, a golden spatula will be awarded. Proceeds from the event will be donated to a chosen charity.

Date & Location

Thursday, Dec. 12, 2024
5-7 pm
Bardessono Hotel and Spa
6526 Yount Street, Yountville

Pricing

The ticket price per person is \$20 – donation

Charitable Partner

Parents CAN, chosen by former Bardessono Executive Chef, Jim Leiken as his family is very involved with this organization.

Parents CAN is a non-profit organization, and their goal is to partner with and guide parents when challenges arise in their child's education, health, behavior, or development, so children can reach their full potential. It was developed to meet the unique needs of families of children with special needs in Napa County.

Objectives

- Continue to create a strong community connection to Bardessono by hosting an annual event open to the public that kicks off the holidays in a fun and festive way.
- Potentially drive F&B sales that evening thanks to guests who are observing the event and have dinner at Lucy afterwards.

Latke Making Competitors

Rick Edge, Executive Chef Bardessono, rickedge@remingtonhotels.com
Dan Solomon, Executive Chef, The Kitchen At Priest Ranch, dan@somerstoneestate.com
Devereaux Smith, dsmith@kamerigroup.com
Itamar Abramovitch, Executive Chef/Owner,
Blossom Catering Company itamar.abramovitch@gmail.com

Judges for the Competition

Jim Lieken, Former Bardessono Chef & Latke Throwdown Champion jimleiken@gmail.com
Shane Soldingner, Silver Trident (Defending Champion) shanesoldingner@gmail.com
Stacey Bressler, Bressler Vineyards Stacey@BresslerVineyards.com
Rabbi Goldstein rabbi@CBSNapa.org
Ada Press ada@napa-valley.net

Emcee of the Event – Judd Finkelstein judd@juddshill.com

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Competition Event Basics

Open to the public; anticipating 100-125 people

Tickets are a donation and can be purchased through ParentsCAN at the door or by paying in advance on <https://parentscan.org/how-we-help/calendar-of-classes.html/event-form/registration-form/81377/tickets>

Following the event, the dinner menu at Lucy Restaurant & Bar will include Chef Rick's latke dish as a special.

Plan to tease a Latke special in Lucy during the week of Dec. 12th to Dec. 22nd.

Competition Flow of Events

5:00 pm Arrival

- Hotel associates are throughout Bardessono welcoming guests and guiding them
- Registration Table with ParentsCAN volunteers
- Background music is playing

Pre-Competition

- Mock cocktails served
- Background music through speakers
- Competitors are mixing and mingling with guests

5:15 pm Event Begins

- Blessing - Judd will ask Rabbi Niles to say the blessing

5:30pm Competition Begins

- Emcee calls everyone's attention and overviews how the competition will work
 - Each contestant will have 30 minutes to make and plate their Latke. A timer will be set for 30 minutes. *Contestants MUST cease cooking and plating at the end of the 30 minutes. A half a point will be deducted for every 30 seconds contestants continue to cook and/or plate after the 30-minute timer is up.*
 - Contestants will be judged in 3 areas - Presentation, Creativity and Taste. Each area will be given a score of 1-5 with 5 as the highest score.
 - Emcee will have a microphone to use and interview competitors during the cooking
- Competitor's bios shared while they're cooking their latkes, and the emcee explains what is happening.
- Background music to help keep energy up

6 pm Judgement

- The five Judges will have a blind tasting
 - Each judge will be presented with a plate of each contestant's latkes
 - Score cards will be provided for rating by Bardessono
- There will be a first-place winner
- The first-place winner is awarded the Golden Spatula (and an overnight stay at Bardessono) and notation as the winner of the best latkes at the fourth annual latke throw down.
- Emcee suggests the guests/attendees help themselves to latkes that will be served in the foyer and then directs the crowd to Lucy for dinner with a special latke feature
- The event ends with the competitors thanking everyone and more latkes are passed, and music is turned up to signal end of the event

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Marketing

Event page on NapaValley.com

Public Relations

- Local media alert

Event Announcement

- Participating competitors and judges
- Yountville Chamber
- Visit Napa Valley
- Email local database from Bardessono Hotel & Spa

Social Media

- Sharing Event
- Event Captured
- Hashtag

Post Event

PR team to share the winner and images with attending and local media for social pages showing the event and winners. **Will need names of folks in the images.