

# euphoria

a higher state of food, wine and music

## FOR IMMEDIATE RELEASE

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### Euphoria Announces Culinary Lineup

September Event Hosts Eleven Guest Chefs in Downtown Greenville, including James Beard Award winners and celebrity chef Tyler Florence

**GREENVILLE, SC. August 3, 2008** – The third annual Euphoria event is scheduled to host renowned guest chefs from around the country, including **James Beard Award winners Rick Tramonto** (“Tru” in Chicago), **and Gray Kunz** (“Grayz” in NYC) as well as **Shaun Doty** (“Shaun’s” in Atlanta), and **Scott Crawford** (“Georgian Room” at Sea Island). Throughout the September 11-14 weekend, guests can sample a variety of cuisine, meet the chefs, and find entertainment at dinners and VIP parties. New to the schedule this year is Celebrity Chef and Food Network Host, **Tyler Florence**, who will lead a cooking demonstration on Saturday and host Sunday’s Culinary Cook-off.

At Friday’s popular Taste of the South event, guests will sample Southern dishes from several of the Upstate’s finest restaurants. A few of the participating restaurants include High Cotton, La Bastide, The Lazy Goat, Soby’s, and Soby’s on the Side. The weekend continues with cooking demonstrations and wine seminars on Saturday afternoon, giving guests the chance to learn from local and guest chefs as well as four Master Sommeliers.

On Saturday evening, the guest chefs will prepare multi-course dinners at various downtown locations. **Shaun Doty** (“Shaun’s” in Atlanta) will be hosted at 33 Liberty, **Gray Kunz** (“Grayz” in New York City) at American Grocery, **Kevin Rathbun** (“Rathbun’s,” “Kevin Rathbun Steak,” and “Krog Bar” in Atlanta) at High Cotton, and **Frank Lee** (“Slightly North of Broad” in Charleston) and **Bryan Voltaggio** (“Volt” in Frederick, MD) at The Lazy Goat. VIP guests will dine at either Devereaux’s, featuring **Scott Crawford** (“Georgian Room” at Sea Island) and **Ken Vedrinski** (“Sienna” on Daniel Island), or Restaurant O, featuring **Anthony Amoroso** (“Michael Mina Bellagio” in Las Vegas), **Tim Graham** (“Tru” in Chicago), **David Guas** (“DamGoodSweet” in DC), and **Rick Tramonto** (“Tru” in Chicago).

Sunday’s line-up includes a New Orleans style Jazz Brunch and the Culinary Cook-off, hosted by **Tyler Florence**. This final event is an annual favorite, as local and guest chefs team up and compete in high-energy cooking entertainment.

Tickets are on sale now for all of the weekend’s events. To learn more about tickets, packages, and Euphoria, visit [www.EuphoriaGreenville.com](http://www.EuphoriaGreenville.com). Euphoria is Greenville, SC’s premier food, wine, and music event. Euphoria, presented by the Cliffs Communities, takes place every year during the second weekend in September. Founded in 2006 by Table 301 Restaurant Group owner Carl Sobocinski and platinum-selling singer/songwriter Edwin McCain, Euphoria raises money for local non-profit organizations while offering a higher state of food, wine, and music.