



**The Flavor
of Cincinnati™**

Media Alert

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The Travel Channel's *Food Wars* Wants A Cincinnati Chili Battle Hoping To Come To Chilitown USA In Mid Spring

Gold Star Chili, The Flavor of Cincinnati, has been engaged in discussions with the producers of ***The Travel Channel*** to film an episode of the popular new program, ***Food Wars*** here in Greater Cincinnati.

Gold Star Chili has agreed to give full access to *The Travel Channel* for filming a *Food Wars* episode. "This is fabulous exposure for the City of Cincinnati and a real tribute to all fans of Cincinnati-style chili, whatever their brand preference," says Charlie Howard, Director of Marketing for Gold Star Chili. "Eating our style of chili is one of the defining characteristics of living here in Cincinnati. We're thrilled to have the chance so share our hometown dish with the rest of the country."

Food Wars goes from city to city to place competing restaurants offering a city's signature food in a head-to-head competition "taste-off" and interviewing fans and local historians to gain insight as to how and why a particular type of food took hold in a given city. And while it's great exposure for the competing restaurants, it's a major win for the host city; a way to showcase the city, its neighborhoods and its residents to a national audience in a fun, positive, upbeat manner.

According to The Travel Channel, it was the fans of Cincinnati Chili that brought the city and its signature 3-way and cheese coney dishes to their attention. They say that there was more traffic on the *Food Wars* website, advocating for a Cincinnati Chili episode, than for any other city or any other type of food. There is an emotional connection to this food and its two primary competitors, Gold Star Chili and Skyline Chili, to a degree that had not been seen before.

If things go according to plan, *The Travel Channel* hopes to shoot a Cincinnati-style segment for *Food Wars* in late April or early May, to air yet this season, sometime in late spring or early summer. *Food Wars* producers are now talking to Cincinnati's other chili restaurants to try to finalize the final match-up with Gold Star Chili. Cincinnati-style chili fans can advocate for their preferred brand to be included in the show on The Travel Channel's website by visiting the link: <http://discussions.travelchannel.com/eve/forums/a/cfrm/f/2851938859>

ABOUT GOLD STAR CHILI

Greater Cincinnati is Chilitown USA and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. For more information:



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