



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Dear FMI Members,

FMI is very excited to announce the inaugural *FMI Supermarket Chef Showdown*[™], a unique cook-off competition exclusively for culinary professionals in the food retail industry. Designed to promote the value and culinary expertise present in our supermarkets and grocery stores, this friendly competition is surely destined to be the premier event for supermarket food professionals nationwide. Part recipe contest, part taste-testing competition, it's a one-of-a-kind opportunity for culinary professionals in the food retail industry to pit their know-how and skills against others in the field.

All supermarket culinary professionals are invited to submit original recipes that will be judged by a panel of celebrity judges at an event emceed by Phil Lempert, the Supermarket Guru[®]. Five finalists in each of four categories (ethnic, health and wellness, family meals and indulgent) will be invited, as guests of FMI, to prepare their winning recipes at FMI2012 in Dallas, TX, May 1- May 3, 2012. In addition, the winner of each category will be awarded \$1,000 and the "Grand Chef" winner will receive a trip to a CIA Boot Camp Experience. All finalists, and the companies they work for, will be recognized at the FMI2012 show in front of 25,000 industry insiders and the media.

*The deadline for submitting recipes is **March 15, 2012.***

We need your help in spreading the word. Please forward this email to your culinary teams and encourage them to take part. Their recognition will also be a win for you and your company as you will have industry-wide bragging rights for a year that you have the crowned "Grand Chef."

To find out more and to register, visit www.supermarketchefshowdown.com or call the Chef Showdown Headquarters at 1-800-352-4658. Informational flyers for the Supermarket Chef Showdown can be downloaded at: <http://www.supermarketchefshowdown.com/SupermarketChefShowdown.pdf>. Thanks for your help in marketing this opportunity.

A special thanks goes to our title sponsor, McCormick & Company, Inc., and thank you to our other brand sponsors, Anheuser-Busch, The Campbell Soup Company, ConAgra Foods, Inc. the Hershey Company, Kraft Foods Global, Inc., the Pictsweet Company and the J.M. Smucker Company for their generous support of this exciting event.

Sincerely,

Leslie G. Sarasin, Esq., CAE
President and Chief Executive Officer, Food Marketing Institute