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CONTACT: Jessica Mason
Jessica Ledford
Dancie Perugini Ware
Public Relations
(713) 224-9115

CENTRAL MARKET ANNOUNCES 2012 HATCH CHILE FESTIVAL

Festivities to ensue August 8 – August 21

WHO/WHAT: Turn up the heat this August with Central Market as it proudly announces the approach of the annual Hatch Chile Festival. Hatch-heads prepare to salute the seasonal return of the world-famous green chile peppers fresh from Hatch, New Mexico. From getting schooled in cooking with Hatch chiles to judging or participating in the 6th Annual Central Market No-Holds-Barred Hatch Chile Recipe Contest, there is a place for all pepper-loving taste buds at this year's festival. Hatch fanatics can look forward to bigger and better prizes for contest winners as well as brand new recipes on the Hatch app. We invite you to mark your calendars for these much-awaited two weeks of Hatch heaven.

EVENT DATE: **Hatch Chile Festival**
Wednesday, August 8 – Tuesday, August 21

WHERE: **Central Market**
3815 Westheimer
Houston, TX 77027

ABOUT HATCH FESTIVAL: The hottest event of the year is so big we need two weeks of fanfare, with festivities happening from **Wednesday, August 8 through Tuesday, August 21**. Hatch chiles get their name from the city of Hatch, New Mexico, where they're harvested for only a few weeks out of the year. They aren't grown anywhere else in the world, and connoisseurs consider them some of the finest. They're so good that Central Market buys more Hatch chiles than any other retailer in the country! Over 250,000 lbs of Hatch peppers will be making their way to the eight Central Market stores across Texas.

CONTACTS: ***Dancie Perugini Ware PR***
Jessica Mason, Jessica@dpwpr.com
713.224.9115

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