



**FOR IMMEDIATE RELEASE**  
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## **GET “HATCH HAPPY” WITH CENTRAL MARKET’S HATCH CHILE FESTIVAL** *17<sup>th</sup> Annual Hatch Festival Kicks Off with Hatch Happy Hour on Thursday, Aug. 9*

**WHAT:** Get your Hatch on with Central Market this Thursday, August 9 from 5 to 8 PM as we kick off the 17<sup>th</sup> annual Hatch Chile Festival with a **Hatch Happy Hour**. Join Central Market in getting the hottest event of the season underway with an evening filled with fun, food, and chiles galore.

In salute of the seasonal return of the Hatch chile, we'll officially fire up the authentic steel gas-fired roasters to roast some chiles to savory perfection. Customers are invited to enjoy the much-anticipated aromas and taste the savory peppers prepared in an array of samples such as Central Market red and green Hatch salsas, Native Texan Hatch bean and queso dip, Hatch tortilla chips, Hatch Monterrey Jack Cheese, Hatch Goat Cheese, in-house made Hatch Mozzarella, Hatch tortillas, Hatch loaf, Hatch corn muffins and Hatch Crema Dip made fresh in-store using Salvadorena-style sour cream.



After indulging in a variety of Hatch goodness you may get a little thirsty, but not to worry, you can wash down the fiery flavor with some Chile Beer! In addition to savory samples, a complete menu of Hatch favorites will be available (full menu below).

### **Grill Menu:**

Hatch Sirloin Sliders (3) \$10  
Hatch Sausage on a stick \$4  
Fish Taco with Pineapple Ginger Hatch Salsa \$10  
Grilled Corn with Hatch Compound Butter \$3

### **Beverages:**

Hatch Lemonade \$2.50  
Hatch Water – Free  
Cave Creek Chile Beer - \$2  
Firemans #4 Blonde Ale - \$2

**WHEN:** **Thursday, August 9**  
**5:00 – 8:00 PM**

**VISUALS:** -Hatch enthusiasts enjoying the fresh crop of vibrant green Hatch chiles  
-The large, steel gas-fired roasters smoking roasting the chiles

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

**ABOUT  
HATCH**

**FESTIVAL:** 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.

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