



FOR IMMEDIATE RELEASE
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CENTRAL MARKET ANNOUNCES NEXT COUNTRY FOR ITS ANNUAL INTERNATIONAL PASSPORT EVENT

Popular specialty grocery retailer to host two-week event highlighting Brazil

WHAT:

For the past three years, Central Market stores create a lively and tasty two-week celebration of the culture, chefs, food and drink of one country. This year, it will present "**Passaporte Brasil**", a multi-faceted celebration of the South American country's huge variety of cuisines, desserts, wine, coffee and, of course, its culture.

Prepare for bold colors, the beats of lively Brazilian music, bold coffees and tropical inspired cuisine during Central Market's salute to Brazil. Explore the storied history and colorful present of Brazil, a country quickly gaining popularity as a travel destination and economic world power.

- Explore the varied dishes of Brazil, from the seafood infused recipes of Rio de Janeiro to the must try pao de quijo (cheese bread) and *feijoada*, Brazil's national dish.
- Bet your churrasco that you will love our Brazilian cuts of beef like pichana.
- Find some gems for your home and kitchen with our selection of décor and cookware !
- Come purchase the Granado brand products, beloved by Brazilians since 1870. Choose from a large array of tropical inspired soaps and creams that incorporate local and Amazonian ingredients.
- Do you enjoy truffles? You will love *brigadeiros*! The addictive Brazilian version of a bon bon, often enjoyed with a mid-afternoon coffee.
- Enjoy a Brazilian coffee made with some of the country's highest quality beans. *Did you know Brazil is the largest grower of coffee in the world?* Famous coffee experts **Silvio Leite**, **Liana Baggio** and **Diogo Dias** will host tastings.
- Can't make it to Rio? Central Market, for a limited time, will be offering colorful Havaianas – the official flip flop from the famous Rio beaches – in the latest styles.

- It's a jungle out there! Jump into a taste of the tropics with bounties of fresh fruits or decorate your home with tropical plants and flowers flown in from Brazil, only during Passport Brazil.
- Wines from South America have been steadily gaining popularity and notoriety. Be introduced to the wines of Brazil. Sip and sample robust and unique Brazilian wines with experts and even the winemakers themselves. Several wines will be making their U.S. debut during this event and will be exclusively imported by Central Market for the event.
- Get hands-on in dozens of cooking classes hosted during the two week event. Cook with renowned Brazilian chefs: Yara Catro Roberts, Leticia Moreinos Schwartz and Nilton Borges, Jr.

*Since its inception in 2009, Central Market's Passport salutes include Argentina, France and Spain. Each year, dozens of chefs, wine makers and cultural ambassadors from the country come to celebrate the specialty retailer's incredibly authentic transformation of its 9 stores into the spotlighted country.

WHEN: April 24 – May 7

WHERE: Central Market, all store locations: Austin, Dallas, Fort Worth, Houston, Plano, San Antonio, and Southlake. Go to www.centralmarket.com for store location information. Email daniels.donna@heb.com for additional event details.

ABOUT CENTRAL MARKET:

Central Market's open, serpentine-flow, full view European-style layout offers a completely new food shopping experience. A bountiful produce department with unmatched quality and variety, an extra-long seafood case stocked with dozens of fresh selections from throughout the world, hundreds of cheeses, 2,300 wine labels, 400+ beers and stupendous specialty grocery aisles with delights from every continent, plus a world-class cooking school featuring hands-on instruction are among the features that make the Central Market experience unique. www.centralmarket.com.

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