

MEDIA ADVISORY

February 15, 2008

Contact: Nathan Kam
808-741-2763 (cell)

WHAT: Hawai'i Takes Center Stage in Two Nationally Acclaimed Television Culinary Programs.

WHEN: **Dinner: Impossible – Late for the Lū'au**
Food Network – Oceanic Cable 60 (Digital 321)

- February 20, 2008 – 8:00 p.m. HST
- February 20, 2008 – 11:00 p.m. HST (repeat)

Chef Robert Irvine caters a Hawaiian lū'au at Kona Village Resort on Hawai'i's Big Island for 150 people. After receiving a lesson in lū'au food from renowned Chef Sam Choy, Irvine has to create multiple dishes using only the food and equipment provided and must rely on some of the locals to help him in the kitchen. Can Chef Irvine speed up "Hawaiian time" and complete his mission or will this be Dinner: Impossible?

Anthony Bourdain: No Reservations – Hawai'i
Travel Channel – Oceanic Cable 58 (Digital 325)

- March 3, 2008 – 8:00 p.m. HST
- March 3, 2008 – 9:00 p.m. HST (repeat)

Tag along with chef and author Anthony Bourdain as he travels around O'ahu and Hawai'i's Big Island to dispel the common myths of Hawai'i...some of them his own. It's no longer just about the lū'au, tiki drinks, and aloha shirts. In Hawai'i, he finds a mixture of cultures that create delicious eats found nowhere else.

HOW: The **Hawai'i Visitors and Convention Bureau (HVCB)**, with the assistance of its O'ahu and Big Island Chapters and industry partners, brought two of cable television's hottest culinary travel shows – **Food Network's "Dinner: Impossible"** and **Travel Channel's "Anthony Bourdain: No Reservations"** – to Hawai'i to explore the Islands' unique culinary history, rich agricultural offerings, natural beauty, and meet our well-known local chefs.

-more-

About Dinner: Impossible

A culinary James Bond, Irvine performs miracles on a grand scale in *Dinner: Impossible*. Every Wednesday at 8 p.m. HST, Robert (with the help of his sous-chefs) is thrown a new culinary curveball and must figure out a way to solve the challenge before time runs out. Whether he's preparing a first-class dinner for passengers on a moving train, cooking an elegant wedding reception for 200 people in less than eight hours with an inexperienced staff or recreating an 18th century meal using only fire pits and authentic cooking tools, Robert will have to rise to the challenge and prove that yes, dinner is possible!

About Anthony Bourdain: No Reservations

Best-selling author, reluctant food celebrity guy, culinary adventurer, drinker, and hedonist...the list of descriptors could go on and on. But one thing is certain: In this food-obsessed world, Anthony Bourdain has carved out a distinct place as a gastronomic Indiana Jones. His quest for the perfect dining experience was smartly documented in his television series and book, *A Cook's Tour*. And now Bourdain's journey is shifting to the next course. In *Anthony Bourdain: No Reservations*, his journey takes him to people and places far beyond the realm of food. Following his wanderlust will take the audience to far-out and familiar places, from Iceland to Vietnam and Tuscany to the Pacific Northwest. Anthony Bourdain is and has been a professional chef and writer for more than three decades, and his point of view will always reflect that experience. But in *Anthony Bourdain: No Reservations*, this anti-celebrity chef is out of the kitchen...on the road...no holds barred. Bourdain travels the world seeking the authentic experiences and food that flavor the world's cultures. Join him on his journey. Watch Mondays at 8 p.m. HST only on the Travel Channel!

-pau-