



THE  
FRENCH PASTRY  
SCHOOL  
*City Colleges of Chicago*

FOR IMMEDIATE RELEASE

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## **PASTRY CHICAGO'S AMATEUR HAUNTED CUPCAKE A FUN, SEASONAL COMPETITION**

Whole Foods, Lincoln Park, Chicago hosts an Entertaining and Informative Contest

Chicago, Illinois (November 6, 2009) – Twenty-five *spooktacular* cupcake creations from enthusiastic amateur bakers of the Chicagoland area gathered at Whole Foods in Lincoln Park on Saturday, October 24 in Pastry Chicago's third annual amateur cupcake competition. Sponsors, such as KitchenAid, donated prizes for this year's event including the limited-edition KitchenAid 90<sup>th</sup> Anniversary Mixers for the first place winner.

This year, competitors were given the challenge to create "haunted" cupcakes using Plugrá European-Style Butter, King Arthur Flour, Nielsen Massey Vanilla, and Cacao Barry chocolate products, all ingredients found at Whole Foods. Contestants were judged not only on their Halloween-themed decorations, but also taste, texture, decoration, and professionalism.

Volunteering as judges this year were Masina Ategou, the Bakery Assistant Team Leader at Whole Foods, ASM Chef Instructor Gloria Hafer, John Montanile, the Chair of the Baking and Pastry Department at CHIC, Linda Rosner, CEC, CHE, Culinary Arts Director at Lexington College, and Kris Swanberg with Nice Cream.

"I was just amazed at the imagination at work in this competition," said Chef Linda Rosner, CEC, CHE, Culinary Arts Director at Lexington College and President of the American Culinary Federation, Windy City Chefs Chapter. "The contestants did a phenomenal job; it was very exciting, and the theme was just so much fun!"

While the judges viewed and tasted the cupcakes and tallied scores, the competitors and guests observed a demonstration by Chef de Cuisine and Instructor at The French Pastry School, John Kraus. For spectators, Whole Foods patrons, and cupcake competitors Chef Kraus presented a decorative showpiece made out of bread.

Following the demonstration, reception and networking time in the Whole Foods café, the five winners of the competition were announced. Fifth place was awarded to Nicole Betourney for her Caramel Drizzle Cupcakes; fourth place went to Alejandro Zamora and his Simply Chocolate Cupcakes; Monica Schumacher and her Pumpkin Chocolate Cupcakes took third place; Estrellita Lopez won second place with her Chocolate Orange Cupcake; and first place was awarded to Chris Perchatsch for his Chocolate Chip Pumpkin cupcakes.

“The Haunted Cupcake competition really brings out some interesting ideas and tests what you can do with pastry,” said Renée Bohus, Assistant Director of Pastry Chicago. “Every year we’re surprised at what the competitors bring to the table.”

Pastry Chicago will host its Fourth Annual Student Gingerbread Competition on December 12, 2009 at the Westfield Old Orchard Mall in Skokie, Illinois. More details will soon be available at [www.pastrychicago.org](http://www.pastrychicago.org).

*Pastry Chicago is a group of passionate people who love and enjoy all forms of pastries. Pastry Chicago is made up of professional pastry chefs, students of the art of pastry and people who enjoy eating and the visual art of pastry. The goal of our group is to experience the Art of Pastry in all its glory at educational fun events across the city of Chicago and at the same time promote the fantastic talents of all the Artisans who work at the craft of producing beautiful delicious pastries.*

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For more information on Pastry Chicago, please visit [www.pastrychicago.org](http://www.pastrychicago.org), or contact  
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