



Press Release

Toms River Business Improvement District
218 Main St., Toms River NJ 08753

For Immediate Release
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Perfect Day for 25th Annual NJ Chili & Salsa Cook-off in Downtown Toms River

TOMS RIVER, NJ - A sun-drenched, 70-degree day brought an estimated 7,500 people to Washington St. in Downtown Toms River last Saturday for the 25th Annual New Jersey Chili & Salsa Cook-off, Presented by Circle Hyundai of Shrewsbury.

The International Chili Society (ICS)-sanctioned event featured 36 chili and salsa cooks, plus over 50 street vendors, offering a variety of food and merchandise. The first place cooks in the ISC Red Chili, Chili Verde, and Salsa competitions automatically qualify for the ISC World Competition held this Fall, as do the winners of the People's Choice Red Chili and Salsa competitions. In addition, both competitions' winners receive cash prizes. Following are this year's results:

ICS Red Chili

- 1st place – Jack Kinsman (Fox Valley Chili)
- 2nd Place – Nathan Gramm (Trailer Trash Chili)
- 3rd Place – Michael Freedman

ICS Chili Verde

- 1st Place – Nathan Gramm (Trailer Trash Chili)
- 2nd Place – Ann Marie Malone (This Ain't Your Mama's Chili)
- 3rd Place – Michael Freedman

ICS Salsa

- 1st Place – Joe Harter
- 2nd Place – Frank Benowitz (Jersey General Salsa Co.)
- 3rd Place – Joanie Boos (Blondie's)

People's Choice Chili

- 1st Place – Andrew DaPuzzo (Saker ShopRites)
- 2nd Place – Ian McDaid (Burning Ring of Fire)
- 3rd Place – Adrienne Merchant (Red Headed Stepchild Chili)

People's Choice Salsa

- 1st Place – Frank Benowitz (Jersey General Salsa Co.)
- 2nd Place – Ray Palazzo (Cross-eyed Chili and Salsa)
- 3rd Place – Steve Riccelli (Lighthouse Chili)

Best Booth

Eric Scott (Habanero Brothers)

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Jody Alessandrine, Downtown Toms River's Executive Director, contributed the success of the Chili event to the long hours and hard work in preparation, as well as throughout the day of, by his own staff, Township employees, and the many Downtown Toms River volunteers, including the TEAM Kids from the Toms River High Schools, and Chili Fest Committee Chair Linda Cronk (Greater Media).

For a video album of photos of the 25th Annual NJ Chili & Salsa Cook, please visit:
http://www.downtowntomriver.com/chili/04_results.php

In addition to the title sponsor, Circle Hyundai, Downtown Toms River Partnering Sponsors for the Chili & Salsa Cook-off include: XFINITY, JCP&L, New Jersey Natural Gas, United Water of Toms River, Morgan Stanley (Toms River Office), Shore Community Medical Center, Shore Community Bank, Ocean First Bank, WJRZ-FM, WRAT-FM, WOBN-FM, The Hawk, NJ 101.5, The Ocean County Board of Chosen Freeholders, Stop & Shop, the Lakewood Blue Claws, and the NJ Dept. of State, Div. of Travel & Tourism

For more information about Downtown Toms River, including the Downtown Gift Card Program, visit www.downtowntomriver.com, or call 732-341-8738.

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