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**FOR IMMEDIATE RELEASE**

**Austin Fermentation Festival, November 15, Austin, TX**

***Keynote Speaker: Sandor Ellix Katz, author and fermentation revivalist***

**November 15, 2014 (AUSTIN, TX)** – Texas Farmers’ Market, Whole Foods Market and Le Cordon Bleu College of Culinary Arts Austin are proud to announce the Austin Fermentation Festival with keynote speaker, author and fermentation revivalist Sandor Ellix Katz.

This is a free educational event that runs from 11a.m.–4p.m. at the Le Cordon Bleu Austin campus (3110 Esperanza Crossing Suite 100, Austin, TX‎ 78758) in the Domain. The day will include a series of fermentation workshops--covering topics such as kimchi, kefir, cheese, charcuterie, sourdough, vinegars and lacto-fermented vegetables; a community culture swap; fermented foods and product vendors; book sales; festival-inspired lunch for purchase from Whole Foods Market; fermented beverages; a vegetable farmers’ market; and live music. Proceeds from this event will benefit local food and farm advocates: Farm & Ranch Freedom Alliance <http://farmandranchfreedom.org/> and Sustainable Food Center <http://www.sustainablefoodcenter.org/>.

Attend by securing free tickets here: [http://atxfermfest2014.eventbrite.com](http://atxfermfest2014.eventbrite.com/), where online donations to this fundraiser event are also accepted. Limited availability tickets for the AFF after-party meet-and-greet with Sandor Katz and farm-to-plate dinner at HausBar Farm are also on-sale now: [http://aff2014afterparty.eventbrite.com](http://aff2014afterparty.eventbrite.com/).

Other sponsors currently include: Edible Austin, HausBar Farm, Salt & Time Butcher Shop & Salumeria, Qui, Bola Pizza, laV, Lenoir, Mum Foods, St. Arnold's Brewing Company. Sponsor opportunities still available.

Share information about the Austin Fermentation Festival with hashtag **#atxfermfest2014**. For more information, please visit <http://texasfarmersmarket.org/austin-fermentation-festival-2014/>.

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**TEXAS FARMERS’ MARKET** operates the Cedar Park and Mueller Farmers’ Markets, which are year-round, rain-or-shine, producer only markets. Cedar Park Farmers’ Market runs every Saturday from 9a-1p in the Lakeline Mall parking lot (between Sears and Dillard’s). Mueller Farmers’ Market runs every Sunday from 10a-2p under the historic Browning Hangar next to Mueller Central. Texas Farmers’ Market is organized under F2M Texas, a 501(c)4 non-profit corporation that provides Central Texas farmers and ranchers beneficial, direct-marketing opportunities and provides Central Texans a wide variety of locally-produced foods in convenient locations. F2M Texas also educates the public about nutritional, economic, environmental, and social implications of eating seasonally and locally. For more information visit [texasfarmersmarket.org/](http://texasfarmersmarket.org/).

Twitter: @CedarParkFM & @MuellerFM | Instagram: @texasfarmersmarket | Facebook: [facebook.com/CedarParkFM](http://hfacebook.com/CedarParkFM) & [facebook.com/MuellerFarmersMarket](http://hfacebook.com/MuellerFarmersMarket)

**WHOLE FOODS MARKET** is a proud sponsor and partner of the first annual Fermentation Festival. Founded in 1980 in Austin, Texas, Whole Foods Market seeks out the finest natural and organic foods available, maintains the strictest quality standards in the industry, and has an unshakeable commitment to sustainable agriculture. Add to that the excitement and fun that knowledgeable Team Members, local producers and in-store eateries offer to guests for a unique grocery shopping experience unlike any other. Visit [wholefoodsmarket.com/stores](http://wholefoodsmarket.com/stores) for local events and happenings at one of five Austin locations near you.

Twitter: @wholefoodsATX | Instagram: @wholefoodsATX | Facebook: [facebook.com/wholefoodsATX](http://facebook.com/wholefoodsATX)

**LE CORDON BLEU** offers one of the most intensive and practical culinary training programs in the country. Building on over 100 years of tradition, Le Cordon Bleu is well respected throughout the industry as a leader in culinary education, and our name is synonymous with quality and excellence. Under the watchful guidance of our masters of the craft, imaginations are ignited, spirits unleashed and career foundations forged through practice, precision and perfection of foundational techniques and innovations − the essential ingredients to creating any style of cooking. Le Cordon Bleu College of Culinary Arts is situated in Austin, TX, at the heart of a region rich with culinary tradition and a thriving art, music, and restaurant scene. For more information visit <http://www.chefs.edu/Austin>.

Twitter: @lcbschools | Instagram: @lecordonbleu

**SANDOR ELLIX KATZ** is a fermentation revivalist. His book Wild Fermentation (2003) and the hundreds of fermentation workshops he has taught across North America and beyond, have helped to catalyze a broad revival of the fermentation arts. A self-taught experimentalist who lives in rural Tennessee, the New York Times calls him “one of the unlikely rock stars of the American food scene.” His latest book, The Art of Fermentation (2012), received a James Beard award. Sandor teaches fermentation workshops across the U.S., Europe, Australia and Canada. For more information, check out his website [www.wildfermentation.com](http://www.wildfermentation.com/).

Twitter and Instagram: @sandorkraut | Facebook: [facebook.com/SandorEllixKatz](https://www.facebook.com/SandorEllixKatz)