

PUERTO VALLARTA
CELEBRATES



El Día De
A TASTE OF PUERTO VALLARTA

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**A TASTE OF PUERTO VALLARTA TO BE DISPLAYED AT THE
BON APPETIT SUPPER CLUB + CAFE**

*Chef Fred Ruiz's Cooking Demonstrations to Focus on Regional Flavors from One
of Mexico's Premier Culinary Destinations*

NEW YORK – October 23, 2007 – Puerto Vallarta sets the stage for one of the finest culinary experiences in Mexico and New Yorkers will have the opportunity to learn more about some of the destination's culinary secrets with cooking demonstrations by Chef Fred Ruiz at the Bon Appetit Supper Club + Café on Friday, November 1st at 11:45 a.m. and 12:45 p.m.

One of Puerto Vallarta's most respected chefs, Fred Ruiz, executive chef of the CasaMagna Puerto Vallarta Resort & Spa will be demonstrating the preparation of Sea Bass Zarandeado-Style. The zarandeado style involves preparing a paste with guajillo chilies and spices to flavor the fish and is typical of the Puerto Vallarta area.

Fred Ruiz has been executive chef of the CasaMagna Marriott Puerto Vallarta Resort & Spa since September 2002. Prior to joining the Marriott in Puerto Vallarta, Chef Ruiz was Executive Chef of the Marriott Denver South East. Chef Ruiz began his career at the five-star Rancho Las Palmas Resort in Rancho Mirage, CA where he prepared special dinners for presidents Nixon, Ford and Reagan, as well as catering private parties for Frank Sinatra. Chef Ruiz studied at the California Culinary School in Anaheim, CA and has participated in numerous classes at the CIA in Napa Valley and Hyde Park, NY. Amongst other achievements, his past experience includes planning and preparing Chaine des Rotisseurs dinners in Palm Springs, CA; and planning and preparing Escoffier dinners in

Denver and Chicago. He has won Marriott's ACE Award for Outstanding Achievement in Culinary Excellence in 2004, 2006, and 2007.

The Bon Appetit Supper Club + Café is located at 221 West 57th Street (between 7th and Broadway). Each demo lasts 20 minutes.

Puerto Vallarta's gastronomy is recognized for its unique blend of traditional Mexican ingredients with contemporary influences from around the globe. Some of Mexico's top chefs along with numerous chefs from around the world call Puerto Vallarta home.

In November of every year, Puerto Vallarta reigns as Mexico's capital of culinary arts with the annual International Gourmet Festival. During this ten-day celebration that will be held this year from November 8-18, about 20 guest chefs - amongst the finest in the world - in addition to talented local chefs present their creative talent and innovative spirit and offer special tasting menus in 22 participating restaurants, cooking classes and wine tastings. Past participants have included Anton Mossimann of Club Mossimann in London, winner of numerous international awards; internationally acclaimed Mexican chef Patricia Quintana; and Gerard Dupont, president of the Académie Culinaire de France (the French Culinary Academy).

Additional information on Puerto Vallarta, the town's culinary scene and the International Gourmet Festival can be obtained at www.visitpuertovallarta.com

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