



PRESS RELEASE - FOR IMMEDIATE RELEASE

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BIRTHPLACE OF CAESAR SALAD CELEBRATES WORLD-FAMOUS DISH WITH FOOD FESTIVAL AND MUSIC

Tijuana will pay homage to its famous home-grown recipe on Sunday, August 24th, during the 2008 Caesar Salad Festival (open to the public). 3,000 residents and visitors from Southern California are expected at Tijuana's Cultural Center to enjoy the "original Caesar Salad" -- complemented by food, wine, and margaritas from 15 of Tijuana's best restaurants in this celebration marking the anniversary of Tijuana's Guinness Record for the 2007 creation of the World's Largest Caesar Salad.

Tijuana, Baja California, August 21, 2008 – This Sunday, August 24, 2008, from 12:00 noon to 6:00 pm, the City of Tijuana's Convention and Visitors Bureau (COTUCO), and the Tijuana chapter of the National Chamber of Restaurants (CANIRAC), bring together some of the finest chefs in the city during the *2008 Caesar Salad Festival*. More than 80 years have passed since the first Caesar Salad was tossed in its birthplace along Revolution Avenue in Tijuana's downtown area, but both traditional and new variations of this now world-famous dish continue to delight salad lovers and visitors to Tijuana each day.

“The Festival is a great way for the public to enjoy some of the best Caesar Salad in the world, and taste the blending of unique flavors that have made Tijuana's cuisine so exciting not just now, but for decades,” observes Ana Alicia Meneses, President of COTUCO. “We're also proud

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not just for being the city with the first Caesar Salad, but having the record of creating the biggest one in the world.”

In October, 2007, Tijuana’s chefs and culinary students broke New York City’s former record of the largest Caesar Salad, by creating and tossing together more than 7,200 pounds of fresh ingredients. While the *2008 Caesar Salad Festival* won’t attempt to break that record, it will give an estimated 3,000 participants an opportunity to taste both salads and other delightful dishes of fifteen restaurants, including Cheripan, La Fonda del Patio, Pomodoro, Guiseppis, Sakura, La Palapa Gigante, and Mariscos Titos. Complementing those dishes will be the award-winning wines from L.A. Cetto, the “beer-licious” brews of Cerveceria Tijuana and Corona, as well as traditional Mexican margaritas.

This Sunday’s event will be held at the newly-renovated and expanded Tijuana Cultural Center (CECUT), one of the most-visited museums in Mexico, starting at noon with a series of folkloric and salsa dance performances. The official inauguration will occur at 1:30 pm, with attendance including Mayor Jorge Ramos; Oscar Escobedo, the Secretary of Tourism of Baja California; Ana Alicia Meneses, President of COTUCO; and Teresa Vicencio, Director of CECUT. Between 2:30 pm and 5:00 pm, visitors can enjoy a variety of musical acts, including mariachi, samba, capoeira, and rock. This free event is open to the public, and just a short walk or quick ride (via taxi or bus) away from the San Ysidro border crossing and trolley line. The Tijuana Convention and Visitors Bureau and U.S. Border Authorities remind visitors to Tijuana to bring a copy of their birth certificate plus a drivers license, or a passport, to ease northbound border inspections.

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For more information about the 2008 Caesar Salad Festival, or about traveling to Tijuana, contact the Tijuana Convention & Visitors Bureau toll free from the U.S. at 1-888-775-2417, or visit their website www.TijuanaOnline.org. Question about Tijuana’s cuisine and fine restaurants can also be answered by Tita Murillo of CANIRAC at rp@caniractijuana.com.mx