



**For Immediate Release**

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# **FERMENTATION FOCUS OF KOREAN CUISINE COMPETITION**

## **Korean Cultural Center Los Angeles Sponsors 'Taste of Korean Cuisine 2013: Fermentation' at Le Cordon Bleu in Pasadena**

(Los Angeles, CA) The 'Taste of Korean Cuisine 2013: Fermentation' competition at Le Cordon Bleu focuses on the concept and understanding of fermentation in traditional Korean cuisine. Sponsored by the Korean Cultural Center, Los Angeles (KCCLA) the competition will take place on September 21, 2013. Youngsan Kim, Director of KCCLA explains the inspiration behind the idea, "The hallmark of Korean cuisine is in its simplicity and harmony of fusion of vibrant colors, delicious tastes of ingredients, and health consciousness. The event aims to introduce future chefs and students of culinary art to Korean cuisine, its traditions, cooking methods, and nutritional values. Chefs are bridges between food and its patrons. Through this competition, we hope to stimulate the chefs' palate and inspire them to eventually include Korean methods and dishes in their existing and future culinary ventures."

The competition is open to current students at Le Cordon Bleu and will challenge the chefs' knowledge of fermentation in Korean cuisine. First and second place winners will be awarded a scholarship from the Korean Cultural Center, Los Angeles toward their Le Cordon Bleu tuition. The students will choose from select ingredients used in traditional Korean dishes. Final preparation of their dish, presentation, and judging will take place on September 21<sup>st</sup> at Le Cordon Bleu.

About Korean Cuisine: Korean food is referred to in Korean as Hansik. The key to Hansik is fermentation. Kimchi is the most recognized Korean dish in the U.S. but fermentation is a part of many cultures around the world in foods like cheese, yogurt, bread, sauerkraut, and more. Fermentation is the entire key to how a particular batch of kimchi might taste. There are many kinds of fermented foods in Korean cuisine most notably sauces. Sauces are an integral part to most Korean dishes. Hansik is fundamentally a slow food, a cuisine well suited to health and well being, because it is mostly based on vegetables grown locally and aged and fermented sauces.

About the Korean Cultural Center, Los Angeles (KCCLA): The Korean Cultural Center is the axis of Korean heritage in Los Angeles. The Korean Cultural Center welcomes the general public to experience the rich traditions and history of Korea through specialized programs, sponsored events, and multiple learning resources. Operated by the Korean government's Ministry of Culture, Sports and Tourism, the Korean Cultural Center is dedicated to providing insights into the rich cultural heritage of Korea. It is located at 5505 Wilshire Blvd Los Angeles, CA 90036. To learn more about KCCLA visit their website at [www.kccla.org](http://www.kccla.org). For media inquiries please contact April Rushing, 310-987-7318 or April@RushingMedia.com.

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