



News Release
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East vs West: live and cinematic Chefs Challenges

Flatirons Food Film Festival announces Chefs Challenges April 29, new Colorado Student Film Contest

Boulder, Colo. (March 22, 2018) – Tickets are now on sale for “Rumble in the Rockies: Get Your Chefs Challenge On!” from the [Flatirons Food Film Festival](#). The Festival is also launching a new student film contest for Colorado undergraduates.

April Chefs Challenge event

April 29, the Flatirons Food Film Festival is holding a double-strength chefs challenge event, *Rumble in the Rockies*, featuring two chefs challenges: a live battle between two teams headed by Executive Chefs Kyle Mendenhall of [Arcana](#) in Boulder, and Ryan Gorby of [Cho77](#) in Denver; followed by a screening of a chefs challenge comedy, *Cook Up a Storm*.

The live challenge will pit Eastern and Western cuisine teams against each other, each consisting of three chefs. Chef Ryan Gorby will head the East team. Chef Kyle Mendenhall will head the West team. Each three-chef team will cook two dishes in an hour. One dish will feature noodles, the other eggs. There will be a mystery ingredient to incorporate into one of the dishes.

Samples of the dishes will be available for all audience members to taste, and an all-female panel of judges: [5280 Magazine](#) food editor Denise Mickelsen, new [Frasca Food & Wine](#) co-executive chef Kelly Jeun, and Sara Brito, founder and President of [Good Food 100 Restaurants](#)™. Audience members will vote for their favorite dish and the judges’ panel will determine their own critical favorite.

After the live challenge, *Cook Up a Storm* will screen. This Hong Kong comedy depicts a celebrated hometown Cantonese street food chef who experiences a mutual antagonism for a newcomer chef, previously from a European Michelin-starred restaurant. Their bad blood culminates in a high-stakes televised international culinary face-off in Macau. Their rivalry takes an unexpected turn when they discover a mutual foe and work together to create dishes that masterfully blend Eastern and Western cuisine. The precise choreography of their culinary moves closely resembles the dexterity and elegance of martial arts bouts.

Said festival director Julia Joun, “*Cook Up a Storm* is a charming crowd pleaser that we wanted to fit into our 2017 Festival but couldn’t. We loved it so much that we had to screen it on its own. And what better pairing for the screening than a live chefs challenge. Kyle and Ryan are great chefs. It should be a super fun battle.”

The Rumble in the Rockies chefs challenge event will take place on Sunday, April 29th, 2-5:30pm at [The Riverside](#) in Boulder. Tickets are \$25 until April 2nd and \$30 thereafter. They are available at <https://coloradoboxoffice.com/events/rumble-in-the-rockies-get-your-chefs-challenge-on> and at the door.

Event sponsors and donors include Cured, Grower’s Organic, Tip Top Savory Pies, and Tender Belly.

Colorado Student Film Contest

The Flatirons Food Film Festival is proud to introduce a new film contest for all undergraduate filmmakers who are attending an accredited university or college in Colorado. The winning short food film will screen at the 2018 Festival, Oct. 11-14, 2018. The winning filmmaker and their film will also be included in Festival publicity and receive a \$100 cash prize.

“We’re so excited about the idea of cultivating young talent - while finding a food film gem,” said Joun.

Following are details of the contest:

- A food-related topic, or food as a significant part of the narrative, is required.
- The film must be 10 minutes or less in spoken or subtitled English.
- Narrative and documentary, and live action and animated films are acceptable.
- Submit through the FilmFreeway website: <https://filmfreeway.com/FlatironsFoodFilmFestival>
- May 31, 2018 deadline.
- No entry fee if students email a scanned copy of a current and valid student ID card, or a letter from an accredited school verifying the entrant’s enrollment to director@flatironsfoodfilmfest.org, before submitting their film.

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About Flatirons Food Film Festival

The 2018 Flatirons Food Film Festival is the sixth annual multi-day feast celebrating exceptional culinary cinema from various nations. It screens a diverse representation of films in format, both dramatic and documentary, and subject matter, from political issues to the pleasure of cooking, eating, and drinking. Expert speakers and related events accompany the films. For more information, please visit www.flatironsfoodfilmfest.org. For interviews with Julia Joun, Director of the Flatirons Food Film Festival, contact Kuvy Ax at ROOT PR: kuvy@rootpr.com or 720.329.7327.