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Wisconsin Cooks Invited to Kick-Start Culinary Dreams *Food Entrepreneur Challenge Lights a Fire under Great Ideas*

Milwaukee, April 2, 2014– Inspired cooks with an innovative food or beverage business concept or early stage business are invited to enter this year's *Hottest Kitchen Entrepreneur Challenge*, a regional contest to find Wisconsin's next great food entrepreneur. The Challenge is sponsored by [Milwaukee Area Technical College](#) and by [Reliable Water Services](#), a statewide provider of commercial water heaters, boilers and water softeners.

This year's contest features two categories: one for start-ups who have a brand new food business idea and a new category for early stage food entrepreneurs who have already launched but are looking for some help to get to the next level.

Beginning April 2, aspiring chefs, home cooks and early stage food entrepreneurs throughout Wisconsin can enter online at www.hotwater247.com by submitting a short application and uploading a photo of their recipe or product concept. The site has contest rules and details.

The adult grand prize winner in each category will receive:

- \$2,000 in seed money from Reliable to start their business
- Comprehensive entrepreneurial consultation package from MATC
- Private meeting with food industry executives serving on FaB Milwaukee's advisory council
- Funding and growth consultation with financial specialists at MW Growth Partners

Finalists will be selected in late May to participate in a final judging event on Thurs. July 17th at Milwaukee Area Technical College's 6th Street Café, which sells specialty desserts, coffees and light lunch items and serves as a culinary lab for MATC's baking and pastry arts and baking production students.

"Whether you are just starting with a new concept or have already launched your food business, this contest could give you the culinary boost you need to succeed," said Andrew Schneider, MATC bakery/pastry arts instructor and owner of Le Rêve Patisserie and Café, Wauwatosa.

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Judges for the contest include:

- Kurt Fogle, executive pastry chef for **SURG Restaurant Group**
- Jan Kelly, owner and chef, **Meritage** restaurant, Milwaukee
- Angela West, co-founder/publisher, **Alcoholmanac Magazine**
- Lynn Sbonik, co-owner of **Beans & Barley** Deli, Market & Full Service Café
- Eric Olesen, co-owner and president, **O&H Danish Bakery** of Racine
- Jen Ede, publisher, **Edible Milwaukee** magazine
- Daphne Jones, owner, **Glorious Malone's Fine Sausages.**
- Rakesh (Ryan) Rehan, owner, **Café India**

“Last year’s winner, Marcus Thie from Shorewood, is in the process of launching his Sauceformations line of organic sauces,” said Lynne Robinson, President of Reliable Water Services. “We can’t wait to see some of the other innovative concepts this year’s entrants bring to the table.”

For more information and to enter, visit Reliable Water Services at www.hotwater247.com.

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