



**For Immediate Release**

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## **Kentwood Farmers Market Charcuterie Challenge Returns Aug. 25**

***Competitors Will Vie for Votes in Timed Competition Using Only Farmers Market Ingredients***

**Kentwood, Michigan, DATE** – The Kentwood Farmers Market will host its second annual Charcuterie Challenge, a food assembly showdown using only farmers market ingredients, slated for Thursday, Aug. 25.

In the French tradition, charcuterie (pronounced "shahr-ku-tuh-ree") is the art of preparing and assembling cured meats and meat products. The idea of charcuterie has evolved over the years to include an assortment of meats, cheeses, veggies and other items.

Five challengers will receive \$25 and 30 minutes to shop the market and assemble a one-of-a-kind charcuterie board using only those purchased ingredients.

The friendly competition will take place during the Farmers Market from 5-5:30 p.m. behind Kentwood City Hall, 4900 Breton Ave. SE, and the boards will remain on display until 7:30 p.m. Marketgoers can watch the competitors build their boards and then vote for their favorite. The winner will receive a gift courtesy of the Kentwood Farmers Market.

“We’re excited to have this fun event return to the Kentwood Farmers Market for a second year,” Market Manager Kristina Colby said. “This is a great way for local competitors to show off their talents and the wonderful food offered at the farmers market. Attendees can expect another action-packed competition full of creativity and beautiful charcuterie board displays.”

Bowls by Bob will be on-site selling their charcuterie boards and other handmade wood decor items. An additional 20 vendors will be at the market 4:30-7:30 p.m. selling staples such as fresh produce, cheese, honey, jam, bread and more. The Sanse Filipino Cuisine food truck will also be on-site.

In its eighth season, the Kentwood Farmers Market provides the community weekly opportunities each summer to buy a variety of goods from local vendors. This year’s market is offered every Thursday 4:30-7:30 p.m. behind Kentwood City Hall. In addition to exploring an array of items for purchase, marketgoers can enjoy free classes and other special events tied into the market’s schedule. Here’s the lineup of activities planned for the remaining market dates:

- **Aug. 25:** Charcuterie Challenge
- **Sept. 1:** Kid’s Day – meet and greet with the zoo and crafts
- **Sept. 15:** Bike Day – meet local bike vendors
- **Sept. 22:** Fall Equinox Day
- **Sept. 29:** Harvest Day – live music from Just Jill from 4:30-5:30 p.m., pumpkin painting and food preserving demonstrations.

The Kentwood Farmers Market accepts food assistance benefits, including [SNAP](#), [Double Up Food Bucks](#) and [Senior Project FRESH/Market FRESH](#).

More information about the Kentwood Farmers Market is available at [KentwoodFarmersMarket.com](http://KentwoodFarmersMarket.com).

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