



For Immediate Release

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**Kentwood Farmers Market Seeks Competitors for
First-Ever Charcuterie Challenge During Aug. 12 Event**
*Up to Five Challengers to Vie for Fan-Favorite Vote in Timed Competition
Using Only Farmers Market Ingredients*

Kentwood, Michigan, Aug. 4, 2021 – The Kentwood Farmers Market is seeking five competitors for its first-ever Charcuterie Challenge, a food assembly showdown using only farmers market ingredients, slated for Thursday, Aug. 12.

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.

Individuals who are interested must submit an [online application](#) by Monday, Aug. 9. The market will select up to five challengers out of the group of applicants to each 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 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.

“Charcuterie has become such a fun, popular way to display and enjoy a variety of food,” Market Manager Kristina Colby said. “We are looking forward to seeing all the creative ways challengers showcase local foods found at the Kentwood Farmers Market and use the beautiful, handmade charcuterie boards Handcrafted by Fellow is supplying for the competition.”

Handcrafted by Fellows, a husband-and-wife duo, 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. Food trucks El Jalapeño and Ohana Hawaiian Ice will also be on-site. Live music entertainment by Just Jill will serenade the crowd 6-7 p.m.

In its seventh 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. 5:** Free concert at 7 p.m. – The Accidentals
- **Aug. 12:** Charcuterie Board Challenge 5-7:30 p.m. and live music with Jill Urbane 6-7 p.m.

- **Aug. 19:** Makers and Crafters Day featuring more than 40 vendors 4:30-7:30 p.m. and a free concert at 7 p.m. – The Soul Syndicate
- **Aug. 26:** Free yoga at 6 p.m.

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.

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