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Competition Ignites as Ocean Spray Names Three Finalists for “Tailgate Recipe of the New England Patriots”

Finalists Poised for Cranberry Cook-off Oct. 2

LAKEVILLE MIDDLEBORO, Mass. (September 20, 2010) – It’s win or go home for the second year in a row as three Patriots fanatics take to the grill in the hopes of earning the title “Tailgate Recipe of the New England Patriots.” The cooking competitors will flex their culinary muscle on Oct. 2 at Patriot Place in Foxborough, Mass. for a chance to win a prize package including two tickets to the New England Patriots’ Oct. 17 game against the Baltimore Ravens.

“We’re fortunate that the peak season for cranberries and football coincides, allowing us to provide football fans and foodies with a memorable opportunity to celebrate their home team and their hometown berry,” said Larry Martin, vice president of marketing at Ocean Spray. “This year’s tailgating finalist recipes incorporate cranberries in unique ways that display the versatility of New England’s favorite fruit, setting the table for a cook-off that’s anyone’s game.”

Finalists

Finalist recipes include Touchdown Sausages with Chunky Cranberry-Beer Topping from Danielle D’Ambrosio of Brighton, Mass.; Grilled Chicken with Craisins® Dried Cranberry Sauce from Daniel Rinaldi of Cranston, R.I.; and Spicy Cranberry Chicken Sidekick Sliders with Spicy Cranberry Aioli from Denise LaRoche of Hudson, N.H.

Finalist recipes are featured on www.oceanspray.com.

Chef Ming Tsai, host of public television’s Emmy-nominated *Simply Ming* and chef/owner of the award-winning Blue Ginger, and New England Patriots Hall of Fame Quarterback Steve Grogan will judge the entries and announce the winning recipe. Finalist recipes were chosen based on originality, use of Ocean Spray products, taste, overall appearance and ease of preparation.

“Last year I was amazed at the imagination demonstrated by our finalists when it came to incorporating cranberries into exciting, easy-to-prepare tailgating recipes,” said Ming Tsai. “But like football, cooking can be competitive, it’s always about the next big idea or innovation. I can’t wait to see what our finalists have up their sleeves this time around.”

“At Patriot Place, football and tailgating go hand-in-hand,” added Steve Grogan. “It will be interesting to see which finalist decides to air out the deep ball, and which ones will be forced to take a knee.”

The cook-off coincides with the debut of Ocean Spray’s Fall Harvest Weekend at Patriot Place Oct. 2-3, which includes cranberry harvest demonstrations from seasoned Ocean Spray growers, recipe demos, hayrides, pumpkin carving and a farmers market. Patriot Place restaurants will also be offering a Taste of Patriot Place, with free samples of menu items featuring New England’s favorite Fall fruit, the cranberry.

Fall Harvest events are free and open to the public. For more information, visit www.oceanspray.com or www.Patriot-Place.com.

Prizes

The grand prize winner will receive a prize package including two New England Patriots tickets, autographed New England Patriots memorabilia, first class hotel accommodations at the Renaissance Boston Hotel & Spa at Patriot Place, and the honor of having the winning recipe on display at the New England Patriots’ Tailgate Party on Oct. 17. The winning recipe will also be posted on the official New England Patriots website www.patriots.com, delivered to thousands of Patriots fans via the Patriots Now newsletter and featured on www.oceanspray.com.

All three finalists will receive a \$100 Patriots ProShop gift card and private tour of Gillette Stadium Oct. 2.

For additional details, visit www.oceanspray.com.

About Ocean Spray

Ocean Spray is an agricultural cooperative owned by more than 700 cranberry growers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, British Columbia, and other parts of Canada as well as more than 50 Florida grapefruit growers. Ocean Spray was formed 80 years ago by three cranberry growers from Massachusetts and New Jersey. Florida grapefruit growers joined the Cooperative in 1976. Ocean Spray is North America’s leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. Ocean Spray posted fiscal 2009 sales of \$2 billion.

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