



Media Release

FEBRUARY 14 /2008

Y.U.M.TM IS PLEASED TO ANNOUNCE IT WILL NOW OFFER CULINARY TOURS!

LOCAL CHEF MICHAEL CULLEN OF Y.U.M.TM CULINARY ACADEMY IS NOW PLEASED TO OFFER SOME NEW CLASS FORMATS THIS YEAR. 2008 WILL BE THE FIFTH YEAR ANNIVERSARY FOR THE PRIVATE COOKING SCHOOL AND IN AN EFFORT TO REALLY CREATE DYNAMIC AND INTERESTING EXPERIENCES FOR THE STUDENTS, THIS NEW “BEHIND THE SCENES” APPROACH PROMISES TO BE A REAL TREAT.

BEYOND THE REGULAR CLASS FORMAT THERE IS SO MUCH MORE TO LEARN ABOUT WHEN IT COMES TO FOOD, NUTRITION AND THE CULINARY ARTS SAID CHEF MICHAEL CULLEN.

THE NEW FORMAT WILL FEATURE A WIDER BASE OF SUBJECTS SUCH AS VISITS AND TOURS OF LOCAL DELIS, BAKERIES AND BUTCHER SHOPPES. KNOWING WHAT TO PURCHASE AND UNDERSTANDING THE USES OF THE LARGE VARIETY OF SPECIALITY AND EVERDAY ITEMS IS A GREAT WAY TO UNDERSTANDING THE COMPLEXITIES OF THE WORLD OF COOKING ACCORDING TO CULLEN.

THIS NEW ADDED FORMAT IS ALSO A GREAT WAY TO HELP PROMOTE THE LCOAL RETAIL, FOOD SCENE.

OTHER TOURS IN THE WORKS INCLUDE A FOOD APPRECIATION TOUR TO TORONTO, WINE AND FOOD PAIRING SEMINARS AND A REWARDS PROGRAM KNOWN AS THE Y.U.M.TM CLUB. THE CLUB WILL FEATURE A PRE-PAID CLASS OPTION WITH INCENTIVES FROM A FEW LOCLAL BUSINESSES.

FOR FURTHER INFORMATION,
MICHAEL CULLEN
Y.U.M.TM CULINARY ACADEMY
WWW.YUMITUP.COM
MCULLEN@YUMITUP.COM
670-8649/CELL 562-3630