



News Release
For Immediate Release

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“Dreamstaurant Contest” Grand Prize \$20,000 in restaurant design and products, plus \$500 shopping sprees for home chefs

Tundra Restaurant Supply launches nationwide contest Oct. 1

BOULDER, Colo. (August 1, 2012) -- [Tundra Restaurant Supply](http://www.etundra.com)'s mission is to achieve success through the success of our customers, and that is why Tundra has decided to help one lucky food service entrepreneur realize their dream of owning and operating their very own restaurant.

Tundra is launching the “What’s Your Dreamstaurant?” contest nationwide Oct 1 for food service entrepreneurs, aspiring restaurateurs, and serious home chefs alike. The Grand Prize is a \$20,000 restaurant design and product package that will help one lucky restaurateur realize their dream restaurant concept.

However, anyone can enter the Dreamstaurant Contest and win! Two second place prizes will be awarded to home chefs with the best concept for their dream home kitchen. Each will receive a \$500 Tundra shopping spree.

Contestants may enter the contest by submitting their email address here: www.etundra.com/dreamstaurant. All entrants will then fill out a short survey to help them define their dream restaurant concept. From that survey Tundra will sort contestants based upon who they are – an aspiring restaurateur, a food service entrepreneur looking to remodel, or a home chef with a dream kitchen in mind.

Those that qualify for the Grand Prize will receive a follow up survey and then Tundra will select the Grand Prize winner with the help of our professional chef panel. All other contestants will be eligible for the two second place prizes.

Celebrity chef Kelly Liken, a finalist on Bravo’s Top Chef, will sit on Dreamstaurant’s panel of judges, and help Tundra select the winner. Chef Kelly, owner and operator of Restaurant Kelly Liken, worked with Tundra’s restaurant designer Jeff Katz on the design of her dream restaurant in Vail, CO.

“A fully-equipped kitchen is a dream come true whether you’re a home cook or a professional chef. Tundra VP of Design Jeff Katz was integral in the design of Restaurant Kelly Liken, and we use their products. I can say from firsthand experience, using Tundra would help set up any new restaurant up for success,”

Contest entries will be accepted at www.etundra.com/dreamstaurant from October 1 - December 31, 2012. Winners will be announced January 21, 2013. Tundra will post updates of the Grand Prize winner’s progress in creating their Dreamstaurant on www.etundra.com.

Tundra’s recent acquisition of Katz Company, a Denver based design firm, has greatly expanded Tundra Restaurant Supply’s suite of services, allowing them to offer restaurant and kitchen design and consulting

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services, as well as complete equipment and supplies packages. VP of Design Jeff Katz has worked on Colorado restaurants such as The Kitchen Cafe, Restaurant Kelly Liken, and Matsuhisa.

“We’re very excited about the Dreamstaurant Contest,” says Katz. “It will give us the chance to hear about our customer’s dreams and goals, and even help make one of those dreams a reality. Plus, the contest is great for aspiring restaurant owners, existing owners who want to remodel, and home cooks who dream about upgrading their kitchens.”

High-resolution photographs, art and logos available on request.

For more information about Tundra Restaurant Supply, visit <http://www.etundra.com> . For more information about Tundra’s Dreamstaurant contest, visit www.etundra.com/dreamstaurant.

Tundra Restaurant Supply is an international distributor of top quality food service products, from equipment to parts to supplies. Tundra was founded by industry veteran Michael Lewis in Boulder, Colo. in 1993. Since then, Tundra has grown from a small specialty parts company, to an international distributor, with a comprehensive catalog of over 50,000 food service products, and a complete suite of services. Tundra is now led by Michael’s son Ryan Lewis. For more information, visit www.etundra.com. For access to photos, or to arrange interviews with Michael or Ryan Lewis or VP of Design Jeff Katz, call Kuvy Ax at 720.329.7327 or e-mail her at kuvy@rootpr.com.

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