Newcastle Chef Attempts Record Breaking 40 Hour Cooking Demonstration

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Newcastle chef Gareth Kyle is hoping to add the title of record breaker to his list of achievements as he attempts to break the Guinness World Record for the longest chef demonstration as part of NewcastleGateshead Initiative's food festival, EAT! (www.eatnewcastlegateshead.com).

At 6am on Friday 15 August, Gareth 31 from Sunniside in Newcastle upon Tyne, will begin his mammoth 40 hour challenge that will see him cooking and commentating throughout EAT! NewcastleGateshead's Food Heroes Festival weekend.

Members of the public will have the chance to support Gareth by tucking into some of the 150-plus tasty dishes he will be preparing during the 40 hour challenge. A special dining table will be set up in Newcastle city centre for people to pull up a chair and enjoy some of the mouth-watering food that will be flying out of the kitchen, day and night.

Gareth's world record attempt is in support of The People's Kitchen, a charity for homeless and disadvantaged people in Newcastle. Many of the dishes prepared during the challenge will be transported directly to the The People's Kitchen on Newcastle's Bath Lane.

Gareth Kyle said: *"Part of me is excited and part of me is absolutely terrified about the challenge. I've never done anything like this before but it's going to be a great experience. I've already received support from lots of local business and I'm proud to be supporting The People's Kitchen who do amazing work here in Newcastle upon Tyne."*

Simon Preston, festival director of EAT! NewcastleGateshead said: *"When Gareth first touted the idea I did think he'd spent too long in a hot kitchen that day, but now we're closer to the festival, I think it's going to be a real highlight. The challenge is taking place in the city's busiest area so the atmosphere and support for Gareth will be fantastic."*

An online stream of Gareth's world record attempt will be available via the official EAT! NewcastleGateshead website, www.eatnewcastlegateshead.com, and supporters can follow his journey on twitter using #gogareth.

In addition to Gareth's world record attempt, EAT! 's Food Heroes Weekend boasts a **Food Heroes Market** featuring a handpicked selection of the North East's finest food and drink producers as well as innovative street food stalls, local craft ales and some fun foodie activities for all the family.

The **EAT! Gold Awards** will crown the top ten products at the Food Heroes Market and Newcastle Food Charter will launch its awards (taking place in February 2015 at EAT! IN) as part of the weekend celebrations.

EAT! Street will deliver the very best street food from the North East's restaurants and traders and award-winning beer writer Alastair Gilmour and Iles Tours will serve up a series of pub walking tours and NewcastleGateshead food walking tours.

EAT! NewcastleGateshead, produced by NewcastleGateshead Initiative, is one of the country's leading food festivals and famous for its innovative and unique programme that has included an edible map of the world *(Cake Planet, 2014)*, restaurants in people's homes *(Secret Paladares - 2009-11)* and a menu of endangered foods *(10 things to eat before they die – 2008).*

This year EAT! is going alfresco with a ten-day programme of foodie events and experience that celebrate local talent and the nation's love of outdoor dining. Taking place from Friday 8 – Sunday 17 August, the festival has drawn inspiration from the natural beauty of the North East. For full details of this year's programme, visit www.eatnewcastlegateshead.com.

NOTES TO EDITOR

EAT! NewcastleGateshead is developed and produced by NewcastleGateshead Initiative as part of its festivals and events programme.
EAT! is funded by Newcastle City Council and Gateshead Council. For further details see

www.eatnewcastlegateshead.com

Simon Preston, Festival Director of EAT! NewcastleGateshead, is a freelance food consultant. For further details see www.graceonline.co.uk

The Port of Tyne / www.portoftyne.co.uk is proud sponsor of EAT! NewcastleGateshead in 2014. The Port of Tyne in North East England – named North East Business of the Year 2013 is one of the UK's major deep sea ports - a vital trading gateway for the North East region to Europe and beyond.

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