

Appetizing News

Holiday 2007

PACIFIC
INSTITUTE
of
CULINARY
A·R·T·S

Introducing...

Our new Executive Chef & Program Director, Julian Bond, brings his vast industry experience and expertise to our Institute from a number of successful establishments and ventures. *Macleans Magazine's* "Top 100 Canadians, Entrepreneur" and *The Globe and Mail's* "Young Chef of the Millennium" are just some of his many accolades. We are very pleased to welcome Chef Julian and look forward to bringing our Institute to the next level.

Houses For Sale

Built of solid gingerbread and royal icing construction our one-of-a-kind homes vary in style, size and price. Both decorative and edible, gingerbread houses will be designed and crafted with care by our talented students. The best deal you'll find on a new house in Vancouver! These houses go on the market in early December. Please visit our Bakeshop & Café.

Customize Your Holiday and Corporate Gifts

Who needs another basket of stale crackers and SPAM? Make your gift stand out by giving something a little different this year! Our Bakeshop & Café can work within your budget to put together a gift for your friends or clients all packaged in our reusable market tote bag. For more information – Speak to our Bakeshop Manager, Sheldon.

Prefer to give them a memorable experience? Why not try a gift certificate for a customized cooking class. For information or to order please call our Catering & Event Coordinator, Giulia.

Cooking With Class

Cooking with Class, Pacific Institute of Culinary Arts' first cookbook has arrived! The cost is \$34.95 (plus GST) with \$2.00 from every sale going to the BC Children's Hospital. A great gift for any cookbook lover and one you will feel good giving! Available in our Bakeshop & Café and through our online boutique at www.picachef.com.



The Return of "2 For 1"

Back again by popular demand — our January and February "2 for 1" dining special in the Restaurant. On Mondays, Tuesdays, Wednesdays or Thursdays, purchase one three-course lunch or dinner menu and receive a second three-course menu free. Beverages, service charge and applicable taxes are additional for each dining guest. There is a maximum of 6 people per party and reservations are a must! Please note this offer can not be combined with any other promotions, discount coupons or special theme dinners.

Holiday Hours of Operation

A reminder to everyone that our Institute, including the Restaurant and Bakeshop & Café will be closed for the holidays effective Wednesday, December 19th, 2007 and will reopen on Wednesday, January 2nd, 2008. Reservations for the new year can be made online through our website at www.picachef.com, click 'Restaurant Reservations.'

Casual Gourmet Classes

Our Winter 2008 Casual Gourmet Classes are now available for registration! Visit our website for more information on these fun and interactive classes. Organic Cooking, Artisan Breads, and Baking with Ancient Grains are just some of the classes we are offering. With our Teen and Pre-Teen Camps, classes for Singles and Kids – There's something for everyone! A treat for yourself, or the perfect gift for the aspiring Chef in your life. Visit our website or call 604.734.4488 for more information or to register. As always, spaces are limited.

Holiday Wishes and Thanks

In 2007 Pacific Institute of Culinary Arts was awarded the Consumers Choice Award for Best Trade School for the second year running. From all of us at Pacific Institute of Culinary Arts, we thank you for another year of your patronage and support. Have a safe and enjoyable holiday season and we look forward to bringing you new and exciting updates in 2008.

Please see the reverse side of this newsletter for more great gift ideas...

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Granville Island



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info@picachef.com
www.picachef.com



Events at a Glance

Our Event Calendar is now online! Visit www.picachef.com and click 'Event Calendar' for a full listing of what's happening at the Institute.

November – Various Dates
Holiday Entertaining Workshops
6:30PM – 8:30PM

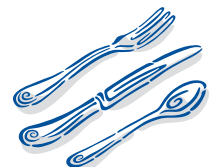
Saturday, November 17th
Beaujolais Nouveau Release Dinner

Pre-Teen Christmas Cookie Class
11:00AM – 2:00PM, Ages 9 – 12

Saturday, November 24th
Christmas Baking Class
11:00AM – 2:00PM, Ages 13+

Wednesday, December 19th to January 1st, 2008
We are CLOSED for the holidays. Re-Opening January 2, 2008

Monday, January 14th, 2008
Basic Wine Comprehension Class
January 14 – February 4th
(4 Classes)



Moving? Please notify us of your change of address.

Holiday Gift Ideas

NEW! Our Cookbook, *Cooking with Class*

Released in November 2007, our very first cookbook features over 120 pages, including full-colour photos and favourite recipes of our Institute's esteemed Chef Instructors. With \$2.00 from every sale benefiting the BC Children's Hospital, it's the gift you will feel good giving! ***\$34.95**

Our Alumni T-Shirt

Ultra-white 100% cotton shirt with Pacific Institute of Culinary Arts' logo on front. "Unique! We believe so." on back of t-shirt. Sizes Medium and Extra-Large. ***\$18.00**

Our Bib Apron

White spun-poly designed to look and feel like cotton. Pacific Institute of Culinary Arts' logo featured on front. One size fits all. ***\$18.00**

Baseball Cap

100% brushed cotton polo-style cap with suede brim. Blue with Institute's trademark "P" on front and Pacific Institute of Culinary Arts' logo on back. One size fits all. ***\$20.00**

Two Mugs

Two eleven-ounce white ceramic mugs with Pacific Institute of Culinary Arts' logo on two sides. **2 for only *\$15.00**

Four Mugs

Four eleven-ounce white ceramic mugs with Pacific Institute of Culinary Arts' logo on two sides. **4 for only *\$25.00**

Gift Cards

For that special occasion or for someone special. Valid towards purchases in our Restaurant, Bakeshop & Café or towards Casual Gourmet cooking classes. Choose the value and let your friends and/or family choose their gift! Available in denominations of **\$10.00 to \$250.00**.

Gourmet Passport

Pacific Institute of Culinary Arts' own Gourmet Passport – a value of over \$1,000.00! Ten '2 for 1' Restaurant coupons valid Wednesday, Thursday or Friday for lunch or dinner, and 20 '2 for 1' Bakeshop & Café coupons valid at all times, (custom orders excluded). No expiry date. ***\$65.00**

NEW! Natural Canvas Tote Bag - \$7.95*

Tote your treats home in our enviro-friendly 100% cotton canvas tote bag. Don't be seen at the market without one! ***\$7.95**

NEW! Glass Art

Uniquely crafted from recycled glass and hand-crafted molds our signature "P" coasters can perform more than double duty! Use them as a small appetizer plate, candy dish, wine bottle coaster, etc. Measures 4.75" x 4.75". ***\$9.95 each or 4 for \$32.00**

**Applicable taxes additional.*

For more information or to order any of our gift items, visit our online boutique at www.picachef.com, shop in person, or call our Administration Office at (604) 734-4488.