

RE-ELECT

Michael CHONG



"Chong stands out as an MP working to make our democratic system more democratic. Here's wishing there were more MP's like him."

Guelph Mercury Editorial,
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Authorized by the Official Agent for Michael Chong. Photo by: © Courtenay

NEWS

Hungry Hollow restaurant featured on You Gotta Eat Here!

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Hungry Hollow owner Mike Parsons opened the business here in 2010 after living for several years in the hometown of his wife Laura in Evansville, Ind., where he was introduced to "low and slow" barbecuing.

He was contacted by a *You Gotta Eat Here!* show producer in April about possibly filming a segment. Last week, the restaurant was closed for two days to accommodate the show, although guests were invited to sit in for the taping under steamy conditions due to the TV lights and camera's and the open-kitchen layout of the store.

"It made for two long days, but hopefully it will pay off in the long run," said Parsons, a Georgetown native.

"You can't pay for advertising like that and if you did it would be a lot of money. We've already seen an increase in business through Facebook and Twitter and just the buzz around town. The show seems to be really popular even with people who don't have cable at home. The Internet's been a great thing for us."

You Gotta Eat Here! was scheduled to spotlight another local foodie hangout across from Christ the King Secondary School, The Mess Hall

Poutinerie, last Thursday and Friday, but that visit has been postponed until the fall.

Sarah Nixey, story producer, said Lone Eagle Entertainment, which produces the show, has a team of researchers investigating a variety of restaurants. A restaurant must meet certain criteria such as is it delicious, is it comfort food, is it over-the-top, or does John get excited about. Catucci is a foodie, who is pretty open to all kinds of good eats, she said. Hungry Hollow was selected because it had good diverse barbecue fare on the menu, she said.

Restaurants come to the attention of the researchers through a variety of ways, including viewer tips, online reviews, local press. Owners go through a rigorous interview process, and it's all written up in a thick research package that presented and then vetted by the Lone Eagle Producers and The Food Network.

Filming is now done across North America, as many of the Canadian viewers ask for American places to visit on their travels.

The new season of *You Gotta Eat Here!* begins in January. Currently the show is airing themed episodes on Fridays at 9 p.m. on The Food Network.

—With files from Cynthia Gamble

Fall

Craft Show

Tuesday September 15th - Sunday September 20th



georgetownmarketplace.com
280 Guelph Street
Georgetown