



FOR IMMEDIATE RELEASE

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**SELECT REGISTRY: DISTINGUISHED INNS OF NORTH AMERICA
PRESENTS THE
"INN-CREDIBLE BREAKFAST COOK-OFF"
*National Culinary Competition to Recognize the Best INN Breakfast***

NEW YORK, NY (August 14, 2008)—**Select Registry: Distinguished Inns of North America** announces its celebrated culinary competition, the "**Inn-Credibly Breakfast Cook-Off**." The culinary competition, now in its second year, will bring together chefs and innkeepers from Select Registry's 400-plus member inns across North America for a **LIVE** cooking competition on November 10, 2008 at the Williamsburg Lodge in historic Colonial Williamsburg, Virginia.

Select Registry, an association representing more than 400 of the finest country inns, B&Bs and unique small hotels across the country, embodies the very best the travel industry has to offer. The fêted competition celebrates and recognizes the best culinary talent and creativity of these exceptional inns and boutique hotels.

Members will be submitting their original breakfast recipes between August 4, 2008 and September 25, 2008. Innkeepers and Chefs alike will participate in the competition, creating a breakfast "main dish."
Though each recipe will be unique, the one ingredient in common will be eggs.

"Based on the exiting finals and contest last year, we are anticipating a spirited competition," said Keith Kehlbeck, executive director of Select Registry. "From hospitality to culinary expertise, our members are known for their commitment to the highest standards in quality, creating quite a challenge in selecting the finalists from this prestigious group!" (Video highlights available at www.selectregistry.com/cook-off to view the 2007 "Inn-Credibly Breakfast Cook-Off").

Select Registry is proud to announce its exclusive partners in this culinary competition—Eggland's Best, the "Official Egg" of the competition and Bolthouse Farms, whose juice will compliment each of the finalists' dishes. "Our partners needed to reflect the same commitment to excellence and superior quality as our member inns, making Eggland's Best and Bolthouse Farms a perfect fit," said Kehlbeck.

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Finalists will be determined in advance by an anonymous selection committee and will be announced in October, 2008. These finalists will go on to compete live in Williamsburg on November 10, 2008 for the gold, silver and bronze prize.

In the competition's successful 2007 debut, members submitted more than 100 original recipes. This year, Select Registry expects even greater member participation and plans to create a special cookbook compiled from the outstanding recipes that are featured every day in Select Registry properties all over North America.

About Select Registry

Select Registry: Distinguished Inns of North America represents more than 400 of the finest country inns, B&Bs, and unique small hotels from California to Nova Scotia—the very best the travel industry has to offer. Select Registry carries out a quality assurance inspection for each of its inns involving independent inspectors, with years of experience in the hospitality industry. The inspectors arrive unidentified, spend the night, and evaluate the inn on a detailed point system, which translates into a pass/fail grade for the inn. Inns applying for membership are inspected, as are existing members on a periodic schedule. No other online directory or organization of innkeepers has a comparable inspection program, establishing Select Registry as the benchmark for quality. This year, more than 400,000 new Select Registry guidebooks will be printed and distributed, making it the largest such referral program and publication of its kind in the travel industry.

For further details on Select Registry, please visit www.selectregistry.com.

Egglands Best: <http://www.egglandsbest.com>

Bolthouse Farms: <http://www.bolthouse.com>

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