

**RISE: FOR THE FIRST TIME IN THE HISTORY OF THE REKNOWNED FOOD & WINE CLASSIC IN ASPEN, EVERYONE CAN NOW HAVE A VIRTUAL ALL-ACCESS PASS. I'M RISE JILL MILLER.**

**CELEB CHEFS TIM LOVE AND HUGH ACHESON HOST A VIDEO SERIES TO OFFER AN UP-CLOSE LOOK AS SOME OF THE WORLD'S TOP CHEFS COOK SIGNATURE DISHES AND SHARE THEIR FAVORITE INGREDIENTS WITH NEVER-BEFORE-SEEN COVERAGE OF THE CLASSIC'S MANY EVENTS.**

**CHEF TIM LOVE**

**TIM:** I'VE TEAMED UP WITH HELLMANN'S TO GIVE FOOD LOVERS EVERYWHERE A TASTE OF WHAT THE CLASSIC IS ALL ABOUT — REAL, DELICIOUS FOOD. MADE WITH REAL, SIMPLE INGREDIENTS LIKE OIL, VINEGAR AND NOW HIGH QUALITY CAGE-FREE EGGS, HELLMANN'S® REAL MAYONNAISE IS COMMITTED TO MAKING QUALITY FOODS EVEN MORE DELICIOUS. AND THIS VIDEO SERIES HAS LOTS OF TIPS AND DEMOS TO SEE THE REAL DIFFERENCE REAL INGREDIENTS CAN MAKE RIGHT IN YOUR OWN HOME.

**RISE: VISIT HELLMANNS DOT COM FOR A BEHIND-THE-SCENES LOOK AND TO ENTER FOR A CHANCE TO WIN WEEKLY PRIZES INCLUDING A TRIP TO NEXT YEAR'S FOOD & WINE CLASSIC. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. ENDS AUGUST TWENTIETH TWENTY TWELVE.**