



James Lupo is crowned The 2004 Crew Chef Challenge Champion.

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Long Pond, PA ([PRWEB](#)) July 31, 2004 -- Crew Chef James Lupo was chosen the 2004 Crew Chef Challenge Champion last evening before a crowd of several thousand people at Pocono Raceway. The contest was a close one but in the end a Black Angus Rib Eye in a red wine marinade won out over the 12 other Crew Chefs. James can be found fueling the team of Derrike Cope, Scott Riggs and several other racing teams.

Those in attendance were treated to a show that tantalized all 5 senses. Enck's Catering swept second and third place. Steve Witmer created, Pizza, several varieties, John Padulla, created a Chipotle Steak and Mesquite Potato Taco. Are you hungry yet?

Fans also had their chance to choose a winner also. The Fan Fare Award was created to let the fans speak. Those in attendance had the opportunity to purchase a ticket for one dollar; one vote for one dollar. And the winner is Dan Martin of Encks Catering. RACE Motorsports Marketing will donate \$323 to Victory Junction Gang Camp in Dan's name.

If you missed the action on Friday you still have a chance to catch the highlights. Tune in Sunday at 1pm for the Countdown to Green on TNT. Benny Parsons will feature the Crew Chef Challenge on his segment Benny and the Pits. Consult your local listings for correct times.

To purchase a copy of Taste of Victory or other Crew Chef Challenge merchandise visit www.racesports.net. Coming soon you will have a chance to see Crew Chef biographies, recipes and some great photos from the event.

About the Crew Chef Challenge - The event is a cooking competition for the NASCAR team cook or Crew Chef. The Challenge will provide the team members an opportunity to display their culinary talents before a live and television audience. A cookbook titled Taste of Victory will be published to commemorate the event. Racing fans from across the country have contributed their favorite race day recipes to be included in the book. A portion of the event and cookbook proceeds will be donated to Victory Junction Gang Camp. Our event sponsors include Kingsford Charcoal, KC Masterpiece, Weber, Savannah Gourmet Onions, AJ Cavallaro & Sons, Inc, RJ Burne Pontiac Cadillac, Simplot, AC/DC Motors, Drives and Pumps.

About RACE Motorsports Marketing LLC-

RACE is a marketing firm devoted strictly to the motorsports industry. The firm will demonstrate that a well designed motorsports strategy will create brand recognition, offer revenue generating opportunities, and develop not just any relationship with clients but a Power Relationship.

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