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CALGARY'S JELLY MODERN DOUGHNUTS TAKES CANADA'S FIRST TOP PRIZE IN FOOD NETWORK CANADA'S HIT NEW SHOW "DONUT SHOWDOWN."

The "fry or be fried" baking battle featuring donut makers from across North America sees Calgary's artisan "donut-shop-that-could" rise to the challenge with a Bollywood-inspired masterpiece.

Calgary, Alberta (April 17, 2013): It was Jelly on top in last night's battle for donut supremacy. Calgary's Jelly Modern Doughnut became the first Canadian shop to win "Donut Showdown" on Food Network Canada's sizzling new competition series. A \$10,000 prize and the pride of donut domination was awarded to the team of pastry chef Grayson Shermon and Jelly co-owner Rosanne Tripathy, who served as assistant.

It was a show stopping "Bollywood meets Hollywood" variation of Jelly's famous Salted Caramel that did the trick in the final showdown. Featuring chili and cumin dusted popcorn and cashews, topped with deep fried carrot curls, the combination clearly caught the imagination of the celebrity judges.

In each episode of the 30-minute show, which premiered April 2nd, three of the best donut makers from across North America compete in a series of challenges that are judged by an all star panel. Shermon from Jelly faced off against South Carolina's Allison of Glazed and Adam of Brooklyn's vegan food truck Cinnamon Snail. Judges making the culinary cut included Food Network Canada chef David Rocco, culinary expert Maggie McKeown of Recipe to Riches and popular Toronto restaurateur Zane Caplansky.

The first elimination round required teams to make impromptu batches featuring three unexpected ingredients. It's no surprise simple ingredients such as chocolate or marshmallow were no where to be found.

"For my dozen cake donuts, I selected maple sugar, Dijon mustard, and port wine for a sexy take on sweet and savoury," explains Shermon. The unique twist was enough to push team Jelly into the finals, where six dozen glazed donuts of three different types were demanded in two hours, celebrating the theme of Bollywood.

Established in 2011 by sister co-owners Rita and Rosanne Tripathy, Jelly Modern Doughnut is billed as “Canada’s original gourmet doughnut bakery.” It rocketed to attention with such artisanal natural ingredient creations as Maple Bacon, innovations like the donut sandwich, and weekly variations based on customer suggestions and social media trends.

The marketing savvy sisters also have a knack for getting their donuts into the hands of Oprah Winfrey and visiting royalty William and Kate.

“It was a once in a lifetime experience for sure, with a little bit of stress thrown in to keep it exciting,” explains Rosanne. “It was a privilege to compete with such amazing doughnut makers!”

“The real prize was to represent the dynamic culinary culture of Calgary,” added Shermon. “The city is on fire with its food, drink, and culture.”

The \$10,000 prize will be going towards Jelly Modern Doughnuts’ new Toronto shop, opening soon on College Street. Samples of the shop’s Bollywood-winning doughnuts will be delivered to mystery locations and businesses next week.

“Jelly feels very fortunate to have been included in this amazing series focusing on Canada’s National Treat, says co-owner Rita Tripathy. “We are grateful to our customers for their support and for always challenging us to keep improving by giving us their creative ideas to produce.”

Chef Grayson and Rosanne will be serving donuts to the public in the Calgary shop, Wednesday April 17th from 11 am - 1 p.m. They are available to the media for interviews from 9:30 am - 2:00 p.m. 1414 8 St SW, Calgary.

For more information, visit jellymoderndoughnuts.com | Facebook/[jellymoderndoughnuts](https://www.facebook.com/jellymoderndoughnuts) and Twitter [@JellyModern](https://twitter.com/JellyModern)

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