



metropolitanmarket.

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**For Immediate Release**

## **UNUSUAL & ENTERTAINING FAT TUESDAY PACZKI RACE BRINGS SWEET GLORY AT METROPOLITAN MARKET**

*Supermarket brings a celebration of decadent, doughy goodness and a race to the finish for this internationally celebrated pastry*

SEATTLE—Feb. 10, 2010— Metropolitan Market is bringing Paczki to the Northwest for a limited time in celebration of Fat Tuesday. This sinfully decadent treat, pronounced **Poonch-Key**, is deep-fried, often sugar-dusted and always decadently filled in the center with a fruit or crème filling. The *Paczkipalooza* has already ensued at all five Metropolitan Market bakery departments, and will be punctuated by a **Feb. 16 Paczki Eat & Race Contest**, featuring Metropolitan Market employees from its store and support locations, competing at Metropolitan Market Admiral (2320 42nd Ave SW).

**A festive Fat Tuesday tradition**, Paczki is an **internationally cherished treat** originating in Europe and reaching **cult-like status in the Midwest**. Some might liken it to a jelly doughnut, In the Midwest, Paczki reigns supreme on Fat Tuesday, with bakery lines often wrapping around buildings starting in the wee hours of the morning. Polish immigrants catapulted Paczki to popularity in the United States. Historically, the pastry represented a “**larder raid**” of a kitchen’s richer foods such as eggs, sugar and fat in preparation for Lent (when the foods are forbidden). Paczki’s fanfare also culminates in a race known as the **Paczki Challenge**: Every Metropolitan Market has a challenger that will attempt to eat as many Paczki in a 3 minute period as humanly possible. Last year the record was 7 Paczki in 3 minutes! This year there will be a “Twist” before the race gets underway.

Metropolitan Market’s version of the **Paczki Challenge** will take place **Fat Tuesday morning, Feb. 16 11 a.m.** at the Admiral location. Metropolitan Market’s Red Coats will be passing out Paczkis and coffee (Metropolitan Market blend) to those watching the race. The Metropolitan Market **Admiral location** is located at 2320 42nd Ave SW, Seattle; (206) 937-0551.

Filled with chocolate custard, vanilla custard, lemon, or raspberry, Paczki are **available now at all Metropolitan Market locations, \$1.69 - \$1.99 each or \$6.49 - \$7.99 per 4-pack.**

Metropolitan Market serves the communities of the Puget Sound area with locations in Queen Anne, Uptown (lower Queen Anne), Admiral (West Seattle), Sand Point, Proctor (Tacoma) and a Kirkland location is forthcoming in spring 2010. The stores have brought Seattle and Tacoma extraordinary grocery shopping experiences since 1971. Each store strives to exceed customers’ expectations through attentive and friendly service, providing world-class products, and creating an exciting shopping experience. More on Metropolitan Market can be found online at [www.metropolitan-market.com](http://www.metropolitan-market.com).

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