



**PRESS RELEASE
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Pink Palace welcomes Chef Alton Brown

MEMPHIS, TENNESSEE (August 1, 2007) – **The Pink Palace Museum is on The Food Network, Saturday, August 18, at 8pm.** The Museum’s full-size replica of the first *Piggly Wiggly* store as well as our general store and Model T auto, will be seen on *Feasting on Asphalt*, hosted by Chef Alton Brown of *Good Eats* and *Iron Chef* fame.

Brown motorcycles across America every year, in search of the most interesting, authentic and delicious road food. He promises never to eat at a chain restaurant. The results of his travels are seen on *Feasting on Asphalt*. Last year Brown traveled east to west across America. This year, he followed the Mississippi River, starting where the river meets the Gulf in Venice, Louisiana and ending in Lake Itasca State Park, Minnesota, head waters of the Mississippi. Along the way, he stopped in Memphis to see the **Pink Palace Mansion and Museum**, the would-be home of *Piggly Wiggly* founder Clarence Saunders.

From early automobiles to self-service grocery stores to roadside diners, Brown makes all the connections with help from the **Pink Palace Museum**. We invite you to watch *Feasting on Asphalt*, 8pm, Saturday, August 18 on The Food Network, and enjoy a peek at the **Memphis Pink Palace Museum**.



Episode 3: “Soul Food Survivor”

“The gang rolls into Memphis and consumes everything in sight from smoked ribs to cherry shakes to chitlins. We cruise in a Green Caddy, visit a Pink Palace and contemplate the wisdom of BBQ - lots and lots of BBQ.”

Locations

Memphis, TN: [Pink Palace Museum](#) (Piggly Wiggly grocery store history)
Memphis, TN: [Jim Neely’s Interstate BBQ](#) (lots of BBQ)
Memphis, TN: Wiles – Smith Drugs (lunch counter – cherry shakes)
Memphis, TN: Melanie’s Soul Food (restaurant)
Greenville, MS: [Doe’s Eat Place](#) (tamale making)
Greenville, MS: Joe’s White Front Café (pickles and more tamales, “Tamale Trail” expert)

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