



## FOR IMMEDIATE RELEASE

### **Primal Delights Kombucha & Batch No. 2 Win Local Food Entrepreneur Challenge Robbybaby's Kitchen & Indiana Craft Jerky take home People's Choice Awards**

Indianapolis, Ind. – June 24, 2016 – Ed Baun and Zachariah Rohn from Indianapolis have been named start-up and early stage category winners of this year's *Hottest Kitchen Entrepreneur Challenge*. The Challenge is sponsored by [Ivy Tech Community College](#) and [Reliable Water Services](#) a local provider of commercial water heaters, boilers and water softeners.

Baun won the grand prize in startup category for Primal Delights Kombucha, small batch, herbal-infused beverages made with green or black tea. Zach Rohn took first place in the early stage category for Batch No. 2, an artisan condiment company specializing in original mustard and catsup flavors.

The audience awarded a People's Choice startup category award to Robin Willis, owner of Robbybaby's Kitchen for her jams and tea-infused jellies as well as a People's Choice early stage category award to Michelle Twaddell from Avon, Indiana for her business Indiana Craft Jerky.

Grand prize winners took home \$2,000 in seed money from Reliable Water Services; \$1,000 scholarship and expert consultation from Ivy Tech Community College; a \$250 shopping spree from Zesco.com restaurant supply and a feature article in *Edible Indy* magazine.

Both People's Choice winners each took home \$1,000 seed money from Shapiro's Delicatessen, cookware from Reliable Water Services and consultation time from Ivy Tech.

"Every year our entrants step up their level of creativity, flavor and passion for entrepreneurship," said Brian Shapiro, owner of Shapiro's Delicatessen. "It's always a difficult decision but we felt that Primal Delights Kombucha and Batch No. 2 had it all in terms of originality, taste and marketability."

Other judges included John Benjamin, president of operations, **Scotty's Brewhouse**, Ian Kille, executive chef, **MCL Restaurant & Bakery**; Michael Joy, chef/director of product development, **Park 100 Foods**; Jennifer Rubenstein, publisher of **Edible Indy** and Carrie Abbott, owner, **Newfangled Confections**.



For more information on the Challenge, visit Reliable Water Services at [www.reliablewater247.com/hottest-kitchen](http://www.reliablewater247.com/hottest-kitchen).

### **Ivy Tech Community College**

Ivy Tech is the state's largest public post-secondary institution and the nation's largest singly accredited statewide community college system with more than 200,000 students enrolled annually. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

### **About Reliable Water Services**

Reliable Water Services provides water heaters, boilers and water softeners to Indiana apartment building owners, restaurants and commercial enterprises where a steady supply of hot water is essential to business operations. The company currently has 3,500 customers in the Midwest and offices in Indianapolis and Milwaukee. More information is available at [www.reliablewater247.com](http://www.reliablewater247.com).